

DECEMBER, 1950

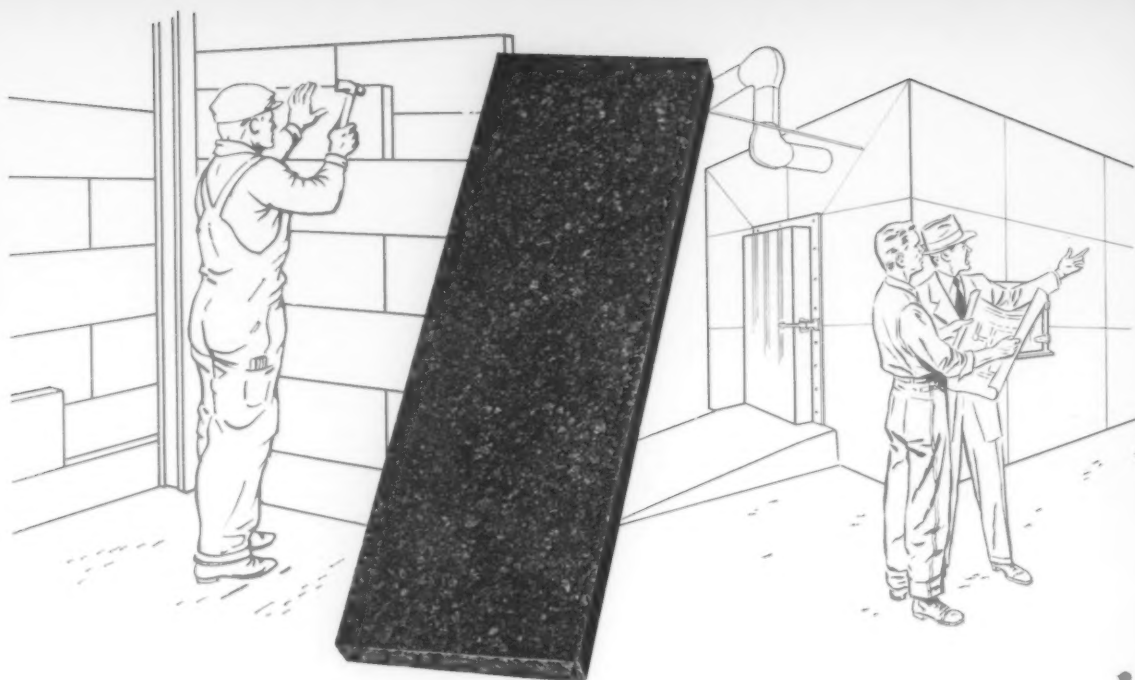
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Commercial Refrigeration

AND AIR CONDITIONING



MERCHANDISING, SELLING, INSTALLATION AND MAINTENANCE OF
COMMERCIAL REFRIGERATION AND AIR CONDITIONING EQUIPMENT



INSTALL THIS INSULATION WITH CONFIDENCE

An insulation in which you can have confidence is the only one you can afford to use. After all, the satisfaction of your customers, and also your reputation, depends on it. The insulation you use should be efficient not only when you first install it, but for many years afterward.

You can count on Armstrong's Corkboard to give you that kind of service. The millions of tiny air-filled cells that make up the structure of cork slow down the passage of heat. These cell walls are resinous and tough, and moisture can't penetrate them.

This high natural moisture resistance of Armstrong's Corkboard means real savings for your customer. When properly installed, Armstrong's Corkboard keeps moisture from conducting heat through cold room walls. The load on the compressor is eased and electrical costs are kept down. No damaging ice forms to threaten walls and floor with buckling. There's no insulation failure and hence no expensive replacement. Records show some jobs of Armstrong's Corkboard still giving good service after thirty and forty years of operation.

Armstrong's Corkboard is easy to handle on the job. It's light. It's strong. It saves labor, time, and expense. You can saw and nail it—get clean, tight joints. It's fire resistant and it doesn't swell, warp, shrink, or settle. It can be bonded securely to portland cement plaster, and it provides a good key for finishes. Its strength often eliminates the need for structural support.

Besides Armstrong's Standard Corkboard, there are two other types available for special service conditions. These are Super-Service Corkboard (coated with asphalt on both sides), and Mastic Finish Corkboard ($\frac{1}{8}$ " asphalt mastic finish on one side).

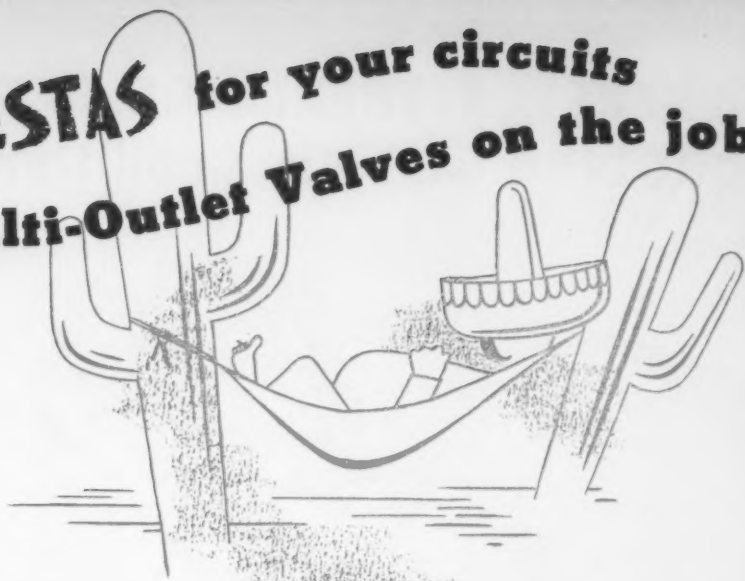
There's a lot of merit in selling Armstrong's Corkboard—a material you can install with confidence. Many contractors have found that it pays them real dividends to make Armstrong's Corkboard the standard insulation for all their low-temperature jobs. Talk it over today with your nearest Armstrong office or write directly to Armstrong Cork Company, 5312 Concord Street, Lancaster, Pennsylvania.



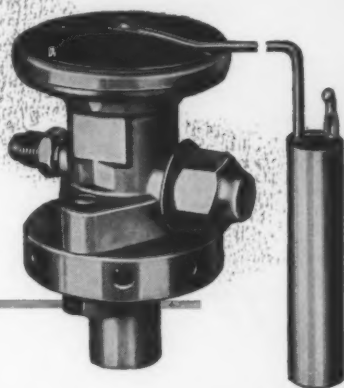
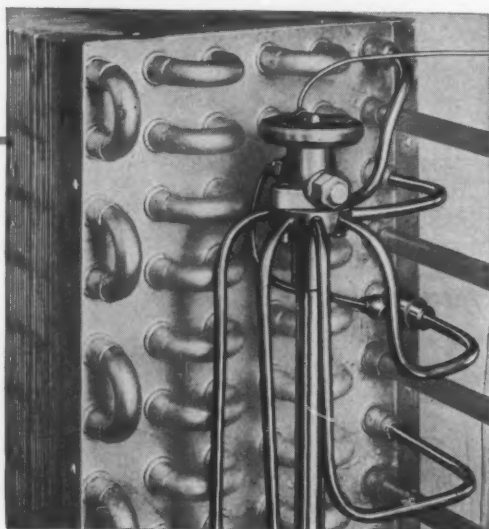
ARMSTRONG CORK COMPANY

Makers of Armstrong's Corkboard and Cork Covering

NO SIESTAS for your circuits with Alco Multi-Outlet Valves on the job



Loafing coils waste 1/3 to 1/2 of your coil capacity. Wake 'em up—keep 'em working full time—with ALCO Multi-Outlet Valves that provide an individual outlet for every circuit!



Here's why they more than pay for themselves:

- 1 Refrigerant accurately metered at point of expansion
- 2 Constant full coil capacity—regardless of load changes
- 3 Pin-point control—no wasteful "hunting" or "cycling"
- 4 Longer "off" cycle—saves current and wear on compressor

For all refrigerants, all requirements. 1/2 to 50 tons "Freon-12", 2 to 36 outlets. Full details in Bulletin 180.

Designers and Manufacturers of Thermostatic Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.



A QUARTER-CENTURY OF PIONEERING AND PROGRESS

ALCO VALVE CO.

843 KINGSLAND AVE. • ST. LOUIS 5, MO.

4494

SEE YOUR ALCO WHOLESALER

**WHEREVER THERE ARE REFRIGERATING,
COOLING and Air Conditioning Systems**



you'll find.. **MILLS**
**COMPRESSORS AND
CONDENSING UNITS**



*Write for new 60-page Catalog
204-1. A handy guide to help
you in Condensing Unit selec-
tions.*

Widely used and widely proved—MILLS Condensing Units meet operating requirements of economy and long-life dependability.

They provide sustained maximum output per size and dollar. Quietness is a result of correct design and precision manufacture. B.T.U. ratings are accurate and reliable.

MILLS Compressors and Condensing Units are made in standard capacities to meet all requirements within their range— $\frac{1}{4}$ to 10 H.P., air-cooled, water-cooled and combination air- and water-cooled types.

MILLS INDUSTRIES, Incorporated • 4100 Fullerton Ave., Chicago 39, Ill.

DECEMBER, 1950

VOLUME 7, NO. 12

Commercial Refrigeration

AND AIR CONDITIONING

Established 1944 as
THE REFRIGERATION INDUSTRY

THIS MAGAZINE has no
official affiliation with ANY
group, society or association.

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60 E. 42 Street
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Room 734
Superior 7-7823

LOS ANGELES 17
FRED W. FRISENFELT
1250 Wilshire Boulevard
Room 403
Tucker 6703

THE COVER . . . A well lighted showroom goes a long way toward helping your place of business do a 24-hour selling job for your products and your services. For additional pointers on how you can use your display floor as an effective merchandising aid, read the article on page 26.

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Acceptance under Section 34.64, PL&R, authorized at Milwaukee, Wisconsin.



WET JOB? FREEZEUP?

Here's a Fast Cure in One Call!

DFN MOISTURE CONTROL UNIT

**Gets wettest system operating in 15-30 minutes
... completely dry, running 4 minutes per pound
of refrigerant**

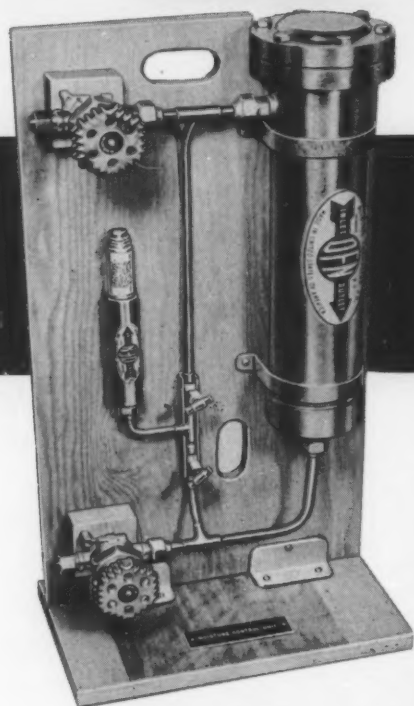
THE DFN Moisture Control Unit is not a "gadget", but a real time-saving, money-making service tool that you will use almost daily. Often pays for itself on the first job. Several thousands in successful use.

Here's what it does: Tells if the system is wet—thoroughly dries it—then proves it's dry. It is a portable unit—services many jobs in field, shop or factory on service calls, reconditioning jobs or new installations. 100% effective on each job. Designed for liquid line use, dries efficiently at refrigerant temperatures up to 150° F.—down to minus 60° dew point on first pass.

See the DFN Moisture Control Unit at your wholesaler—or write us for Bulletin C-2.

McINTIRE CONNECTOR CO.

257 Jefferson St. Newark 5, N. J.



SAVE YOUR HARD-TO-GET DRIERS!

With growing shortages, don't use up numerous driers to get a wet system operating. A single high-capacity cartridge in the Unit dries the equivalent of 10 one-ton systems—holds over 18 teaspoonfuls of water. Indicator shows when drier is exhausted. Then simply replace with a new, readily available, low-cost cartridge and Unit is ready for continued use.

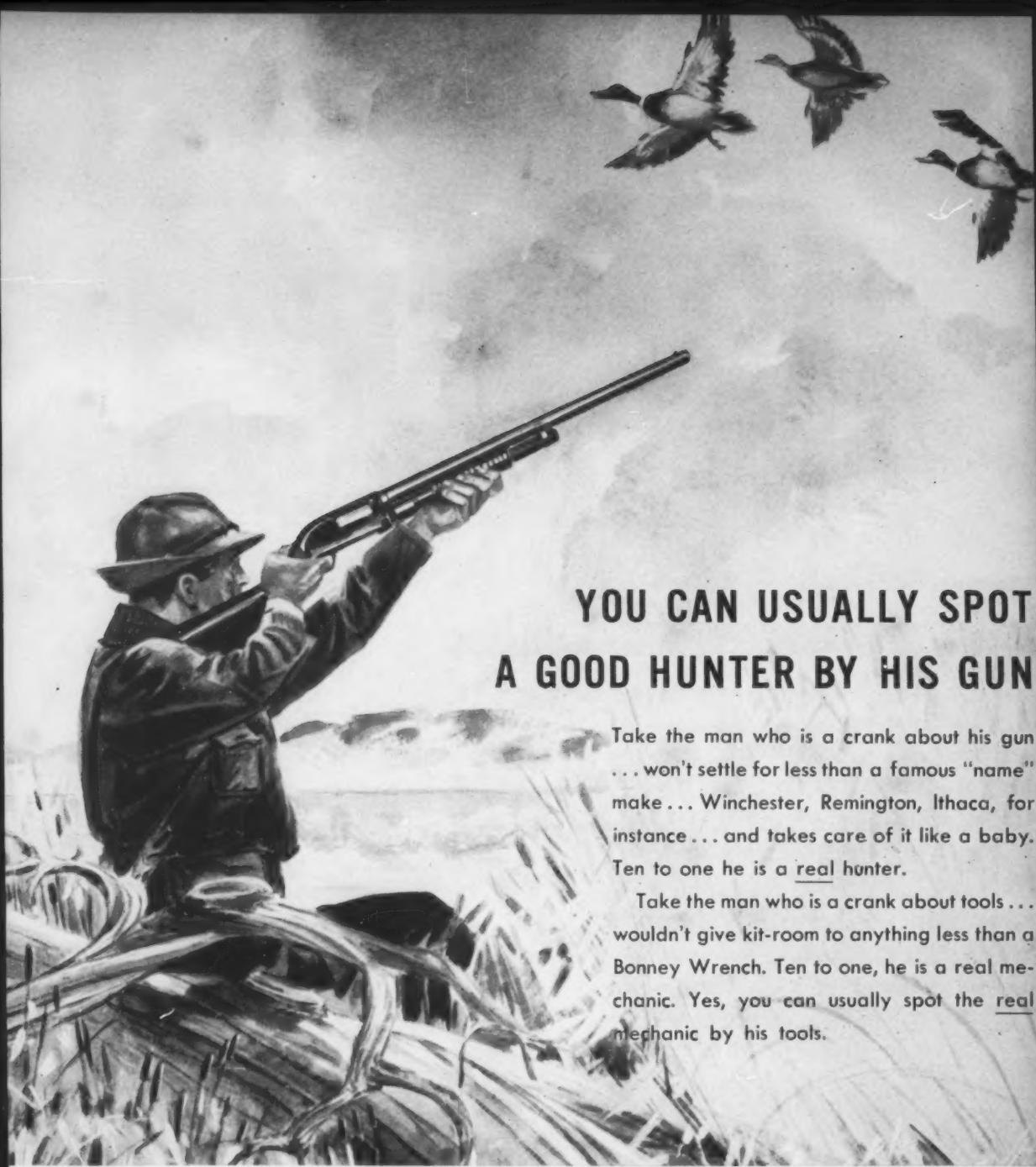
To guard against future moisture troubles—install the famous, high-capacity McIntire D-C Filter Driers. Full line at leading wholesalers everywhere.

Our 25th Year



TRADE MARK

DRIERS ... all types and sizes, up to 100 tons
MOISTURE CONTROL UNIT MOISTURE INDICATOR
STRAINERS FILTERS



YOU CAN USUALLY SPOT A GOOD HUNTER BY HIS GUN

Take the man who is a crank about his gun ... won't settle for less than a famous "name" make ... Winchester, Remington, Ithaca, for instance ... and takes care of it like a baby. Ten to one he is a real hunter.

Take the man who is a crank about tools ... wouldn't give kit-room to anything less than a Bonney Wrench. Ten to one, he is a real mechanic. Yes, you can usually spot the real mechanic by his tools.

This is one of a series of spirited sporting scenes (in full color, without advertising) available on request. Write for your free set today.

"CHEAP TOOLS ARE FOR CHUMPS", say the men who know tools and how to handle them. That is why they insist on Bonney Wrenches. "Bonney" is the word for lightness, strength, balance and precision. "Bonney" means quicker, easier, better work, with greater safety.



BONNEY FORGE & TOOL WORKS, ALLENTOWN, PENNSYLVANIA

MORE FOR LESS!

Kay-Tee UNIT COOLERS by **KRAMER**

OFFER MORE BTU'S FOR LESS MONEY. These savings are the results of extensive engineering and the development of a newly patented KRAMER coil construction (Pat. No. 2,462,511). The traditionally high standards of KRAMER quality are maintained.

GUARANTEED RATINGS are based on tests made in accordance with accepted standards.

BUILT-IN HEAT EXCHANGERS are an integral part of all units.

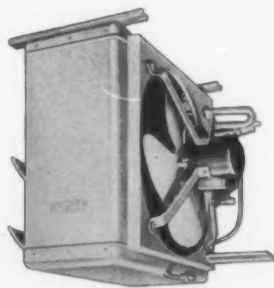
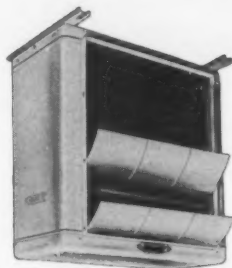
FEELER BULB LOOP extending outside the case, facilitates easy mounting of the feeler bulb between the coil and heat exchanger.

NO RUSTING with all aluminum cases.

DIE STAMPED handsome cases.

TWO ADJUSTABLE LOUVERS permit diffusion of the air stream.

STANDARD EXPANSION VALVES can be used. Units are designed for normal pressure drop, external equalizers are not required.



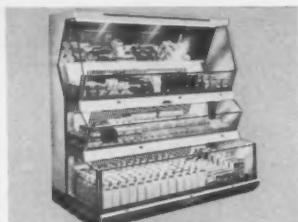
Write for Bulletin KT180

KRAMER TRENTON CO. *Trenton 5, N. J.*

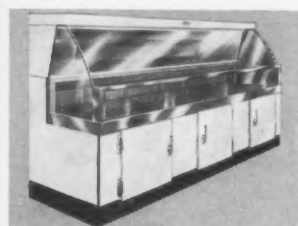
THERMOBANK - COOLMASTER - RADIAL UNITS - PANEL UNITS - CUBERS - FINNED COILS - BARE TUBE COILS - HEAT INTERCHANGERS -
CONDENSERS Air Cooled, Water Cooled, Evaporative - WATER COOLING EVAPORATORS - BLAST COOLING COILS - BLAST HEATING COILS.



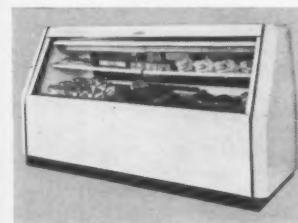
ANGLE VISION—EXCLUSIVE frozen food merchandiser and check-out counter combination; remote or self-contained; 6 and 8-ft. lengths.



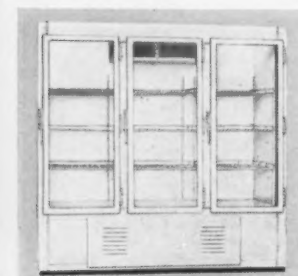
TRIPLE DECK—Huge capacity self-service merchandiser; refrigerated and illuminated on all three decks; 6 ft. lengths; adaptable for continuous display.



FOGEL-AIR—All-purpose double duty self-service merchandiser; 10 ft. lengths, 35" deep; adaptable for continuous display.



CHAMPION SERIES—Double duty all-porcelain display cases; porcelain platters and shelves; standard length, 50" high, 34" deep.



SERVE—Reach-in refrigerators in 40, 60 and 80-cu. ft. capacity; thermopane glass; highly polished metal; narrow mullion frame gives maximum vision.



WALK-IN—Standard and low temperature aluminum-clad; also in stainless steel or white finish; available in any size.

HAVE YOU GOT "WHAT IT TAKES"?

You're in the commercial refrigeration business for a profit. But frankly, even though you have a good reputation, make calls and work hard you're up against a stone wall unless you have a complete line that "has what it takes," to make the kind of profit you're entitled to.

Here Is PROOF That the Fogel Line Has "What It Takes" to Close Sales, Make Profits!

- **COMPLETENESS OF LINE—MAKES YOUR SELLING JOB FAR EASIER**
You meet every need of every customer from one nationally advertised manufacturer. You don't have to jump from line to line, or from sales story to sales story.
- **SALES FEATURES AND EXCLUSIVE PRODUCT DESIGN**
FOGEL'S many features are found in no other line—offer you an easy entree and helps maintain your profit margin against price-cutting competition.
- **SPECIAL ORDER DEPARTMENT**
FOGEL does not stop with standard models. Our engineers are ready, willing and able to design new models for special applications.
- **QUALITY PRODUCT**
Beautiful styling and solid construction combined with excellent refrigeration—handsome inside as well as out.
- **PRICES**
Competitive prices and generous profit-margins.
- **ADVERTISING**
A sound and aggressive advertising campaign aimed directly at your most productive local market, to provide product name acceptance and retail prospects for you.
- **PROGRESS**
Engineers constantly at work to bring you tomorrow's newest product developments today.
- **NATIONALLY KNOWN NAME**
Backed by over half a century of experience and world-wide acceptance.
- **SERVICE**
Free services of professional store planning engineers to help you close the larger or more important sales.
- **PROTECTED FRANCHISE**—Insures your profit.

Don't Delay—Write Today for Fogel Dealer Franchise Proposition . . . Your Territory May Still Be Open!

FOGEL

REFRIGERATOR COMPANY

Kennedy & Eadom Sts., Philadelphia 37, Pa.

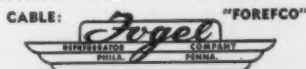
I WANT FACTS...

Please send me facts about an exclusive Fogel Dealer Franchise.

Name

Address

City..... State.....



AUTO-LITE

TEMPERATURE INDICATORS

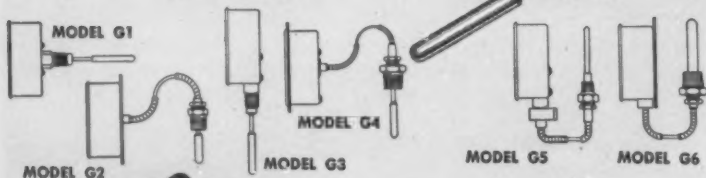
Control both Profit and Product!

You Profit 4 Ways with Auto-Lite:

- ★ Low-cost protection . . . due to large scale, specialized production.
- ★ Precision-built indicators provide accurate temperature readings.
- ★ Wide selection of dial ranges to meet specific requirements.
- ★ Six stock types available as illustrated.

MODEL "G"

Select the type that is best for your purpose. 3½" dial; evenly calibrated scales. Priced from \$18.



MODEL "F-1"

This Auto-Lite dial indicating thermometer has solid liquid filled movement and 5½" evenly calibrated dial. Available with flexible capillary tubing for remote reading. Priced from \$22.

Drawing at left shows 3 positions at which Auto-Lite F-1 Thermometers may be mounted by simple screw adjustment.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

THE ELECTRIC AUTO-LITE CO.,
Instrument and Gauge Division,
Toledo 1, Ohio

Please send your illustrated catalog, describing the various styles and types of Auto-Lite Indicating and Recording Thermometers.

NAME.....

COMPANY.....

ADDRESS..... CR12
(Indicate purpose for which thermometers are required.)



LETTERS

Seems Everybody Has Had "Gray Meat" Trouble

EDITOR:

I found that direct rays of sunlight will turn meat gray through three panes of glass in meat cases, so if it is an open type case it will do it more so.—*Russell Kraiker, St. Petersburg, Fla.*

EDITOR:

In regard to your magazine article of October 1950, "Gray Meat Causes Gray Hair" for readers, there is probably no refrigeration trouble in this 12-foot case, but it could come from a gas stove or a hot water heater that uses any kind of gas and might not be vented right. You must always find a hot plate for heating water around a meat market. Or it could come from automobile gas perhaps that is next door to a market, and it will seep through partitions. I have had a lot of experience with just such a job. A meat market is no place for any kind of an open gas flame, it must be vented.

I have seen this several times when the fat on the meat would turn as white as a candle stick inside of ten or twelve hours. I do not know of any particular effects only it just wouldn't sell.

I presume though that these things have been looked into, but if not they should be.—*Bert Lewis, Topeka, Kan.*

Maker of Automobile Conditioner Speaks Up

EDITOR:

We note with great interest in your October issue of COMMERCIAL REFRIGERATION and Air Conditioning, under letters to the Editor, several articles with reference to refrigerated air-conditioners for automobiles.

We are not the first to make a complete refrigerated air-conditioner for installation on an automobile, although we have been experimenting with such an idea since the late thirties. An automobile company did introduce a unit to be installed in their factory on their own cars only, prior to World War II. This was discontinued when war began. We are the first, however, to offer a refrigerated type air-conditioner for automobiles for general installation, regardless of make of automobile. There are one or two others in it now, since we pioneered the unit for general installation and proved the demand.

Considerable capital, and many years of development, was required before manufacture of Refrigair. Though some units, experimentally, were installed in 1948, A.R.A. Manufacturing Co. did not begin full operation and production until the spring of 1949.

A company in Dallas, now marketing a similar unit, has lately claimed in several ads and articles to early production of a refrigerating system in such a way as to give the idea they built units before we did. This is not true. We cannot question

BRUNNER
SINCE 1906

REFRIGERATION helps you serve better

**Don't let
the size
of the job
stop you!**



Take on Brunner! Take on new business! With Brunner you have a line that sells—something to work with.

✓ 40 sizes and types of refrigeration condensing units ranging from close-coupled air-cooled 1/4 hp units to husky 75 hp units for the big commercial jobs.

✓ Specify and install with absolute confidence. Brunner's are completely Brunner built... known and accepted in every trade and industry as the soundest constructed units money can buy.

✓ Dependable supply in any size, type or quantity. Brunner facilities have more than *doubled since the war* and still building.

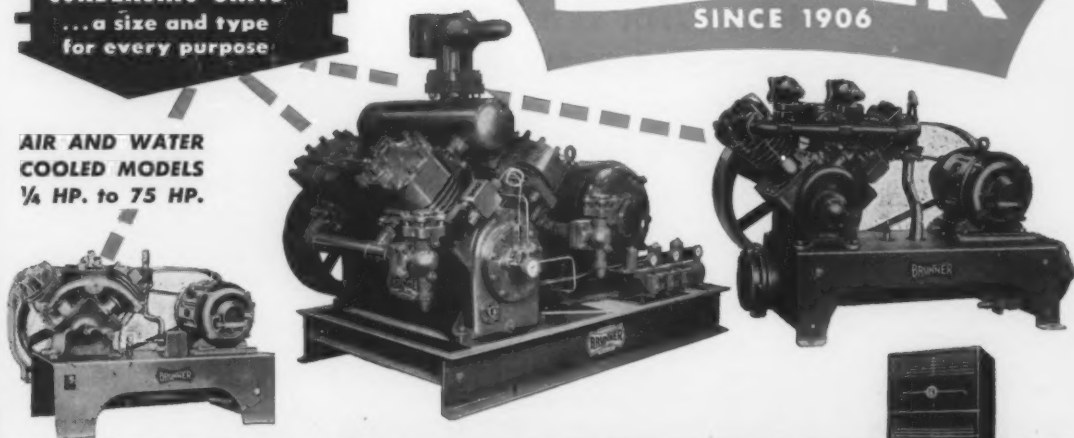
✓ Co-operation...both sales and engineering... is yours from a nationwide field organization staffed by men with years of practical, on-the-job experience. These men know your problems and talk your language.

BRUNNER MANUFACTURING CO.
Utica 1, N. Y., U. S. A.

✓ **PROFIT MARGINS**, markets and technical details are best covered in meeting with a Brunner factory representative. Spend a little time with him. See what Brunner can contribute to your better business. When do you want to see him?

**REFRIGERATION
CONDENSING UNITS**
...a size and type
for every purpose

**AIR AND WATER
COOLED MODELS**
1/4 HP. to 75 HP.



BRUNNER
SINCE 1906

AIR CONDITIONING
Self Contained Units in 4 sizes: 3 - 5 - 7½ and 10 HP.
Remote Installation Types from 5 to 75 HP.



Genuine Joe Says:

BE PROFIT-WISE

Stock Wagner Standard Rotors



It is often more economical to replace a burned-out rotor than to rewind it . . . small motors move through your shop fast and your winders are kept free for larger jobs that make more profit for you.

Rotor replacement is a simple 1-2-3 job when you keep a stock of Wagner replacement rotors on hand. The exclusive "tell-all" label on the Wagner Rotor Package, when used with Wagner's K & M specification lists, takes all the guesswork out of rotor replacement on Wagner motors.

Replace With Wagner Service Exchange Motors



BE PROFIT-WISE . . . Stock a few new Wagner Motors, too. You'll find many instances when a new motor means a ready sale.

You can build lasting customer satisfaction by keeping a stock of Wagner Service Exchange Motors on hand—for emergencies—for occasions when your customer needs immediate service—and for the replacement of motors that are "too far gone" to repair economically. Wagner Service Exchange Motors are fully guaranteed against defective material or workmanship for one year. The service exchange plan includes Capacitor-Start Motors from $\frac{1}{8}$ to $\frac{1}{2}$ horsepower and Repulsion-Start Induction Motors from $\frac{1}{8}$ to 5 horsepower inclusive.

WAGNER ELECTRIC CORPORATION
6442 Plymouth Ave., St. Louis 14, Mo., U. S. A.



BEARINGS • BRUSHES • CAPACITORS
COMMUTATORS • STANDARD ROTORS
SERVICE EXCHANGE MOTORS • NEW MOTORS

450 AUTHORIZED SERVICE STATIONS
OR PARTS DISTRIBUTORS

LETTERS

whether or not they were experimenting and attempting to develop such a unit at the same time we were, but at least in 1949, we supplied them with a large volume of units, as records will prove. It is our understanding, that this year they are marketing a refrigerated type unit.

At the present time we have installations in Mexico, England, Venezuela, Philippines, Africa, as well as more than 75% of our states.

We will be glad to answer any further questions you might have.

If you so desire, names of companies referred to above will be supplied upon request.—Wm. E. Lind, General Manager, A.R.A. Manufacturing Co., Fort Worth, Tex.

Helping Cooling Dealers Is Our Business

EDITOR:

We are interested to note in the September issue of COMMERCIAL REFRIGERATION the feature entitled "I Like to Shop in an Air Conditioned Store." One of the illustrations shows a Frigidaire air conditioning unit and, since we consider groceries and other food handlers a primary market for air conditioning, we are interested in Mr. Lazar's experience.

We think that your article might be a definite selling aid to our dealers and for that reason we are wondering if we might have your permission to reprint it in its entirety and also to reproduce the illustrations and excerpts from the article in advertising and sales promotion material. If possible, we would like to obtain a photographic print of the picture which appears at the top of page 43.

We feel that features such as this in your magazine are of definite value to dealers. Your permission to reproduce this information would be greatly appreciated.—F. D. Norris, Advertising Dept., Frigidaire Div., General Motors Corp., Dayton, Ohio.

BELL & GOSSETT CO. DECLARES DIVIDEND

Directors of Bell & Gossett Co. have declared a regular quarterly dividend of 30c a share on common stock, placing it on a \$1.20 annual basis, and an extra dividend of 25 cents a share, payable Dec. 1 to stockholders on record Nov. 15. Earl J. Gossett, president, said present backlog of orders is the greatest in the company's history.

BUY FROM YOUR
REFRIGERATION WHOLESALER

HELP YOURSELF TO GREATER PROFITS...

SPECIFY AND SELL THIS FAMOUS FEATURE-PACKAGED LINE!



condensing units

FAMOUS WITH CUSTOMERS FOR

- Long life.
- Dependability.
- Low cost, quiet operation.

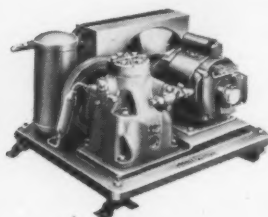
1/6 to 10 HP
AIR COOLED
WATER COOLED

Easier to sell because of the many customer-pleasing features:

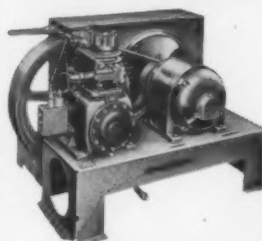
G-E Condensing Units give you valve-in-head, high-compression refrigeration for low power bills, top cooling capacity • Pistons fitted to walls micro-closely for economy • Long-lasting parts such as manganese bronze alloy connecting

rods, fine Swedish spring-steel valves, lead-plated copper gaskets • Forced feed lubrication for trouble-free service • Counterbalanced crankshaft for smooth, quiet operation • All are designed for quick and easy installation and maintenance • Compact, neat appearance.

3
GREAT LINES
...to fit every
refrigeration need!



TYPE CW Open Units
1/4 to 2 HP



TYPE CM Open Units
2 to 10 HP



TYPE CSS Sealed Units
1/4 to 1/2 HP

G-E compressor bodies available in sizes from 1/6-10 HP.

Mail this coupon today!

General Electric Company, Section CR14,
Air Conditioning Department, Bloomfield, N. J.

Please send me literature on the units I have checked:

- ☐ Type CW open units 1/4 to 2 HP
☐ Type CM open units 2 to 10 HP
☐ Type CSS sealed units 1/4 to 1/2 HP

I am a service engineer ☐ dealer ☐ manufacturer ☐
contractor ☐

NAME.....
COMPANY.....
ADDRESS.....
CITY..... ZONE..... STATE.....

Remember!

Over 1 million G-E condensing units have been built. This acceptance means greater profits for you! Let the famous General Electric name help you sell.

AS ADVERTISED
IN THE
SATURDAY EVENING
POST

GENERAL  ELECTRIC

for long, trouble-free
globe valve service...
specify **SUPERIOR**



You get longer lasting, trouble-free service when Superior's new Bolted Bonnet Globe Valves are part of your refrigeration picture. They are designed for simple reseal when disassembled for soldering and for easy access to internal parts—plus a Suprex seat which assures a quick, positive shut-off. All this adds up to greater savings in time and money for you. Superior packed Globe Valves are engineered to fit all your needs—sizes from $\frac{7}{8}$ " OD to $4\frac{1}{8}$ " OD.

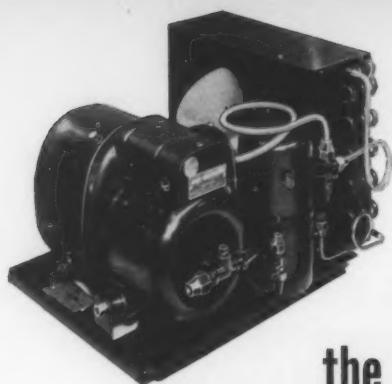
See your local wholesaler soon—he has them in supply.

Superior valve and fittings co.

1509 West Liberty Avenue

Pittsburgh 26, Pa.





◀ an amazing record of
trouble-free performance
makes possible

the sensational

Servel SUPERMETIC

FIVE-YEAR PROTECTION PLAN ▶

Here are just a few of the features that account for the outstanding performance record which has won for Servel Supermetic top rating with refrigeration men everywhere.



SEALED-IN MOVING PARTS

All moving parts of the Supermetic motor-compressor assembly are fully sealed against moisture and dirt.



FORCE-FEED LUBRICATION

Servel's force-feed lubrication system completely and constantly protects every vital element—bearings, wrist pins, pistons—for extra years of trouble-free service.



OIL-FREE REFRIGERANT

High capacity and efficiency are maintained because virtually no oil can enter the refrigerant circuit. Running parts may function without fear of oil "slugging" damage.



HIGH-TORQUE MOTORS

Supermetic motors start easily under any normal operating condition. Ample reserve capacity is provided for in heavy-duty construction. Sealed-in design eliminates manual oiling.



SMOOTH, QUIET OPERATION

Designed and built for smooth-running operation, Servel Supermetic is ideally suited to the modern requirements of air conditioning and refrigerated fixtures where quietness is most desirable.



SIMPLE, COMPACT DESIGN

Troublesome Mechanisms have been eliminated—no belts, gears, seals or pulleys. Supermetic is easy to install, easy to check—fits easily into any fixture—saves valuable space.

With Supermetic, fixture manufacturers are relieved of all field replacement problems. Customers are assured of protection and satisfaction. Users deal quickly, conveniently through local sales-service outlets with nearby Servel authorized wholesale suppliers who carry complete stocks of replacement units and genuine Servel parts. For complete information, mail the coupon.

Servel

SUPERMETIC

Models for every electric refrigeration

and air-conditioning use . . . 1/4 to 5 H.P.

and AIR CONDITIONING • DECEMBER, 1950

SERVEL, INC.
ELECTRIC REFRIGERATION DIVISION
DEPT. C-12 EVANSVILLE 20, INDIANA

NAME (personal) _____

TITLE _____

COMPANY _____

ADDRESS _____ ZONE _____ STATE _____



Chase Copper Refrigerator Service Tube ($\frac{1}{4}$ " to $\frac{3}{4}$ " diameter) comes in this handy new package... makes it easy to use, store, identify and ship.

...Because It's CHASE COPPER REFRIGERATOR SERVICE TUBE

You, too, will prefer Chase Copper Refrigerator Service Tube—from the first time you use it! You'll find it easy to work because it's soft... easy to bend because of its uniform temper. Controlled annealing means tube that is clean, bright, oxide-free. The Chase new end seal keeps it clean and dry inside. Made in $\frac{1}{8}$ " to $\frac{3}{4}$ " diameters and standard 50' lengths.

Chase



the Nation's Headquarters for
BRASS & COPPER

WATERBURY 20 CONNECTICUT

SUBSIDIARY OF KENNECOTT COPPER CORPORATION

THIS IS THE CHASE NETWORK... *handiest way to buy brass*

ALBANY! ATLANTA! BALTIMORE! BOSTON! CHICAGO! CINCINNATI! CLEVELAND! DALLAS! DENVER! DETROIT! HOUSTON! INDIANAPOLIS! KANSAS CITY, MO. LOS ANGELES! MILWAUKEE! MINNEAPOLIS! NEWARK! NEW ORLEANS! NEW YORK! PHILADELPHIA! PITTSBURGH! PROVIDENCE! ROCHESTER! ST. LOUIS! SAN FRANCISCO! SEATTLE! WATERBURY! (Sales Office Only)

Sales Getter!



NEW G-E CAPACITOR MOTOR

gives you these wanted features *plus* sales-stimulating eye appeal



COMPACT DESIGN

Over-all dimensions are smaller because capacitor is in motor base. Weight is down 15 to 20 percent, too — your shipping costs are less

EASIER INSTALLATION

A new terminal board in the end-shield takes the place of an exterior conduit box. Terminals are easy to get at, easy to wire.



PRACTICALLY NO UPKEEP

Factory-greased bearings hardly ever need relubrication. When they do, a pressure-relief system makes it easy.

SMOOTH STARTING

Simple new centrifugal mechanism and totally enclosed starting switch give you smooth reliable starting — year in, year out.



ARRANGE TO SEE IT NOW!

Call your nearest G-E office for a demonstration. For complete details write for Bulletin GEA-5401. Apparatus Dept., General Electric Co., Schenectady 5, N. Y.

GENERAL  ELECTRIC

734-3



TRI CLAD

SINGLE-PHASE
CAPACITOR MOTORS 1 to 5 hp

What the serviceman should know about VIRGINIA REFRIGERATION products

To Charge a System,
Use Refrigerants
That Are
Consistently Pure,
Consistently Sure...



"EXTRA DRY ESOTOO" (B. P. +14°F.)

"Extra Dry" is the refrigeration grade SO₂ that service and maintenance engineers have endorsed for more than 20 years. Comes in all popular cylinder sizes.

"V-METH-L" (B. P. -10.7°F.)

Virginia Methyl Chloride is made specifically for refrigeration use. Low moisture content, low acidity and narrow boiling range recommend "V-Meth-L" for the most exacting requirements.

"FREON" REFRIGERANTS

"FREON-11"
"Boiling Point"
74.7°F.

"FREON-12"
"Boiling Point"
-21.6°F.

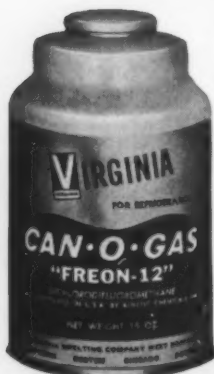
"FREON-22"
"Boiling Point"
-41.4°F.

"FREON-113"
"Boiling Point"
117.6°F.

"FREON-114"
"Boiling Point"
38.0°F.

Virginia Smelting Company is distributor
for Kinetic's "Freon" Refrigerants.

VIRGINIA'S NEWEST PRODUCT... CAN-O-GAS



Handy, throw-away, no-deposit can. The perfect way to charge hermetic systems, water coolers, beverage coolers, vendors. Available filled with "Freon-12" (15 oz.) or "Freon-114" (16 oz.). Each can is precision-filled to make certain the refrigerant is clean and dry. Can-O-Gas features a simple, practical clip-on opener which fits small valves designed for this use. Slip it on the can; turn to puncture seal. It's leakproof, foolproof.

ASK YOUR WHOLESALER OR WRITE VIRGINIA SMELTING COMPANY WEST NORFOLK

PHILADELPHIA • NEW YORK • BOSTON
CHICAGO • DETROIT • ATLANTA





MODEL 6710

A sure lure for promoting sales of produce, dairy products, and other long-profit perishables. This wide, handsome Koch case with big, gleaming back mirror spells extra profits in terms any merchant can understand. The finest open case at any price.



MODEL 306

Triples the appeal of dairy products, delicatessen, and bottled goods. Any alert grocer can see how the three easy-to-reach shelves will increase impulse purchases . . . and pay for itself in no time. Each shelf independently refrigerated and fluorescent lighted.



MODEL 5710

Here's new glamour for your prospects' pre-packaged fresh meats, produce, dairy products, and delicatessen. 10-ft. long. Open front for easy access by customers or by clerks. Refrigerated lower compartment for speedy re-stocking. Brilliant fluorescent lighting.

KOCH

gives you

something to

"Sell about"



TO STIMULATE SALES IN TODAY'S MARKET

It takes more than gleaming cases and fast conversation to sell refrigerators today. If your prospect starts crying the blues, he's wide open for a wide-open Koch case, the kind that helps fill shoppers' baskets and dealers' cash registers. Delicious foods, attractively arranged in a gleaming extra-large Koch case, pulls plenty of extra sales that amortize the cost in a surprisingly short time.

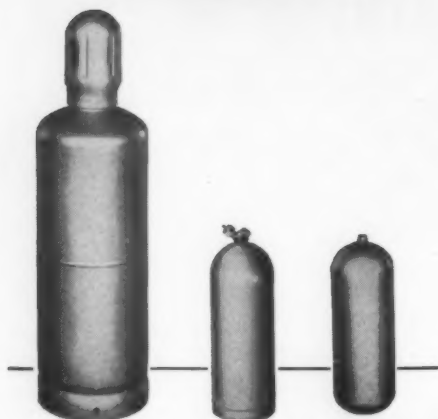
Investigate the unique sales-features of Koch cases today . . . the kind of features that give you *something to sell about*. A note directly to the factory will bring a prompt reply.

KOCH Refrigerators

NORTH KANSAS CITY 16, MO.

Since 1883

Write Today for Details
and Open Territories



PREST-O-LITE cold-drawn cylinders for refrigerant gases are available in 5-lb. (rounded bottom or with foot ring), 10-lb., 25-lb., and 35-lb. sizes. You can have 50-lb., 100-lb., 150-lb., or special sizes and designs quickly made to your specifications.


You save money in the long run when you insist on the best cylinders. Fill in the coupon below and mail it today for more information about PREST-O-LITE cylinders that will meet your needs.

For Refrigerant Gases Because You Get...

- ① **Uniform Wall Thickness**—Unusually close tolerances in wall thickness assure you a superior cylinder.
- ② **Long Life**—Years of extra service and added protection against denting, piercing, corrosion, and pitting result from the thicker walls and rugged construction.
- ③ **Light Weight**—You cut transportation costs because there are no extra-thick sections which only add weight without adding strength.
- ④ **Maximum Safety**—All cylinders are tested for leakage with dry air, in addition to standard safety tests.
- ⑤ **Benefit of Years of Experience**—Unsurpassed design and production come from more than 35 years of experience and skill in the development, manufacture and use of compressed gas cylinders.
- ⑥ **More Than Code Requirements**—You know PREST-O-LITE cylinders will never let you down because they're made, tested, and inspected not only in accordance with I.C.C. Specifications but also undergo many rigid tests far beyond these requirements.

THE LINDE AIR PRODUCTS COMPANY

Unit of Union Carbide and Carbon Corporation

30 East 42nd Street  New York 17, N. Y.

Offices in Other Principal Cities

In Canada: DOMINION OXYGEN COMPANY, LIMITED, Toronto

The term "Prest-O-Lite" is a registered trademark of The Linde Air Products Company.

THE LINDE AIR PRODUCTS COMPANY
30 East 42nd Street
New York 17, N. Y.

R-9

Please send literature and full information about PREST-O-LITE cylinders for refrigerant gases.

NAME

COMPANY

ADDRESS

**MAIL THIS
COUPON
NOW!**

BRIGHTEN UP YOUR PROFITS WITH FRIGIDAIRE SURFACE RENEWERS!

You'll find it pays to add the finishing touch to a fine service job with these specially prepared FRIGIDAIRE SURFACE RENEWERS. It's a good way to add to customer satisfaction—and to make easy, extra profits at the same time! There's no trick at all to selling your customers the same professional-type surface renewers that you use and recommend. So display these profit-building items in your store and carry them on service calls.



Frigidaire Porcelain Speed Cleaner

Inexpensive and easy to use, Porcelain Speed Cleaner removes stains, scorchs, red water-rust and other discoloration from porcelain surfaces. Every household needs it for cleaning and polishing refrigerators, ranges, washers, sinks and bathroom fixtures.



Frigidaire Plastic Cleaner

This product cleans and protects white plastic surfaces such as ice cream cabinet lids, refrigerator door moldings, interior panels. It reduces tendency of plastic to pick up and hold dirt and lint—prolongs life of plastic surfaces. Can also be used for porcelain and stainless steel.

FRIGIDAIRE

Service Parts



and Accessories

and AIR CONDITIONING • DECEMBER, 1950



Frigidaire Nu-Coat

This specially prepared polish cleans and waxes refrigerator rubber door seals in one operation. Easily applied and self-polishing, it produces a beautiful, lasting, protective coat. Excellent for all rubber accessories and leather goods.



Here's the ideal cleaner and polish for refrigerator cabinets and all other Dulux surfaces. It also polishes autos, furniture, silverware and plated metal surfaces. It's a snap to use—restores the original luster and leaves a tough wax coating that protects for months. Try

Frigidaire Dulux Surface Renewer and discover for yourself what a beautiful job it will do for you and your customers. Order this high-quality cleaner and polish now—along with a supply of other Frigidaire Surface Renewers—from your nearby Frigidaire Parts Distributor.

FREE! Frigidaire Parts Catalog. For full information about all Frigidaire Service Parts and Accessories, write today for your free Frigidaire Parts Catalog.



FRIGIDAIRE DIVISION
GENERAL MOTORS CORPORATION
1493 Amelia Street, Dayton 1, O.
(In Canada, Leaside 12, Ont.)

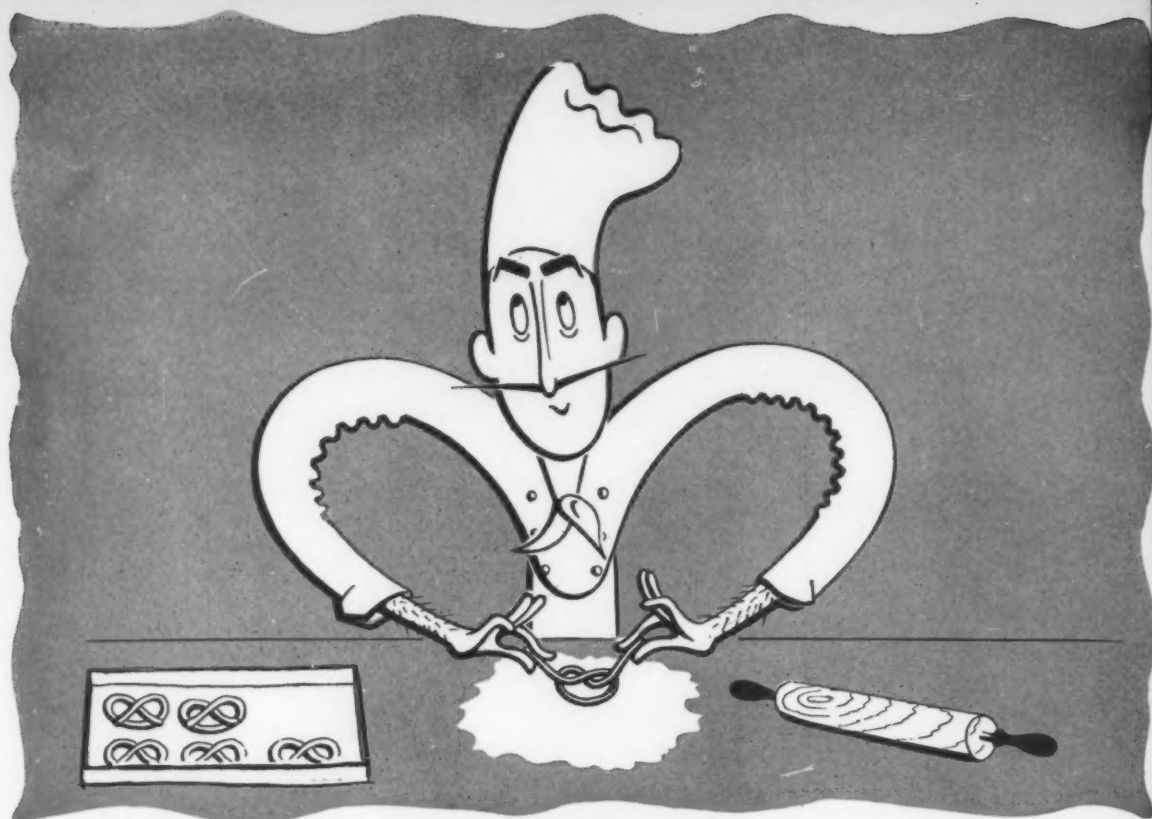
Please rush my free copy of your new parts catalog—"Genuine Precision Built Frigidaire Parts and Accessories."

Name.....

Firm Name.....

Address.....

City.....County.....State.....



as easy as bending **DRYSEAL** REFRIGERATION TUBE

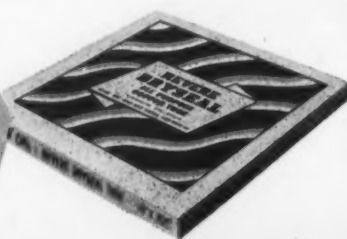
● There's nothing to bending dead-soft Dryseal. No special tools . . . in fact no tools at all, are needed. Simply bend it by hand. The soft temper of the copper used and its ductility are the reasons why Dryseal will not give you any trouble by splitting when it is flared for compression fittings.

Another important feature is the absence of moisture in Dryseal. A special, precise, mechanical double-crimp seal made at each end of the tube when it is manufactured keeps the inside com-

pletely bone-dry and free from dirt. What's more, this seal is made in such a way that it does not change the diameter of the tube. This makes it possible to pass the tube through any opening large enough for the tube itself. Economical tube sizes range from $\frac{1}{8}$ " to $\frac{3}{4}$ " O.D.

And, for your greater convenience we have just recently brought out Dryseal in a nifty-50 one-coil carton. This carton, which has been attractively designed for easy identification in stock, contains one 50-foot coil of Dryseal . . . is easier to handle, light weight, economical.

NOW in the
NIFTY-50
one-coil
carton!



REVERE

COPPER AND BRASS INCORPORATED

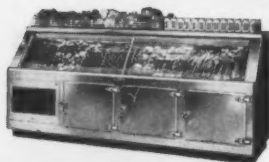
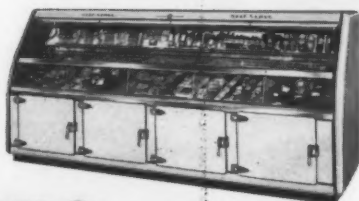
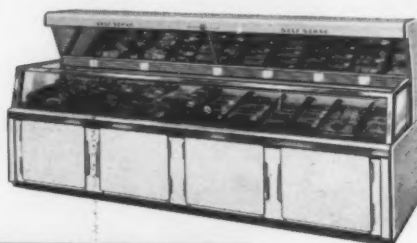
Founded by Paul Revere in 1801

230 Park Avenue, New York 17, New York

*Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.;
Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.*

you CAN MAKE MONEY

with a SUPER-COLD FRANCHISE!



Here's Why—Your salesmen receive one of the finest sales training programs ever developed to clinch sales of refrigerated display cases... a plan backed by 25 years sales experience. This training gives you more effective sales coverage—with resulting profits.

You offer a complete line of refrigerated display cases when you have a Super-Cold franchise. Whatever the storekeeper's need, there's a modern, properly engineered case to meet his requirement. You don't have to supplement the Super-Cold line.

Competitively priced, too—even with all the fine quality of Super-Cold equipment, it sells in competition to ordinary lines. You are backed by a strong advertising campaign... excellent literature, and sales aids.

Best of all, back of your franchise is experience and integrity... a leader for 25 years in development and design of food store refrigeration. It will pay you to investigate the opportunities of a Super-Cold franchise. Fill in the coupon below today!

THE SUPER-COLD CORPORATION

1020 E. 59TH STREET, LOS ANGELES 54, CALIFORNIA

*GUARDIAN OF
Flavor
Appearance
Purity*

SUPER-COLD
Refrigeration

COMPLETE FOOD STORE REFRIGERATION UNDER ONE GREAT NAME

The Super-Cold Corporation
1020 E. 59th St., Los Angeles 54, Calif.

Gentlemen:

Please send me details on your new Super-Cold franchise.

Name _____

Address _____

City _____ State _____

SELL T-P*

for automatic defrosting of



meat display cases



self-serve cases



reach-in boxes

T-P* . . . *Time-Pressure defrosting . . . is the big news in the refrigeration field. It is the best method for defrosting coils in the 24° F. to 35° F. refrigeration range and higher. Here's why . . .

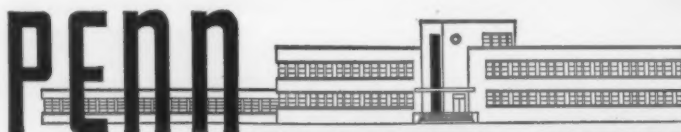
It *automatically and correctly* varies the defrost period as required . . . no more annoying problems to determine length of shut-down time which fluctuates considerably with load and weather conditions. Yes . . . T-P* *avoids unnecessary* shut-down time by stopping compressor *only* long enough to defrost . . . NO LONGER . . . and does it *automatically!*

The operation of the PENN Series 325 Time-Pressure Defroster is simple. At predetermined intervals a synchronous timer stops the compressor. Then, when defrosting is completed, rising back pressure in the system automatically starts the refrigeration cycle.

Simple, compact and convenient to mount and wire, the Series 325 is easy to sell. Learn how you, too, can cash in on extra sales and profits . . . ask your wholesaler or write **Penn Electric Switch Co., Goshen, Ind.** Export Division: 13 E. 40th Street, New York 16, U.S.A. In Canada: Penn Controls, Ltd., Toronto, Ont.



Interior (above) and exterior (right) of Type 325. Timer can be set for one to eight "off periods" every 24 hours. Length of "off period" varies automatically with the frost condition of the coil.



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES



CONTINUED AGGRESSIVE PROMOTION of their products, even when they have few or no units to sell, was urged on sales managers attending the 1950 Upper Midwest Sales Conference in Minneapolis by Frederick B. Heitkamp, vice president of ATF, Inc., and an internationally known authority on sales, marketing and advertising. He stressed the need for long-range planning to meet the uncertainties in a period of transition from partial to full mobilization. Alert sales managers, Heitkamp said, should plan now so that they can use their advertising funds most advantageously "to protect your long-term investment in your products."

GETTING BUSINESS FROM ARMY Quartermaster Corps should be more convenient from now on. Prospective bidders on QMC supplies contracts may now obtain specifications for any item from any one of three central agencies, instead of having to deal with the agency procuring a particular article. Offices which will supply specifications on request are: QM Procurement Agency, 111 E. 16th St., New York 3, N. Y.; Chicago QM Depot, 1819 W. Pershing Road, Chicago 9, Ill.; Oakland QM Procurement Agency, Oakland Army Base, Oakland 3, Calif.

THE BARD OF AVON no doubt would come up with an appropos quotation from his own works—even though he never heard of air conditioning—if he could only know that the world's finest collection of Shakespearean literature now is protected by an 80-ton air conditioning system. Housed in the Folger Library, Washington, D.C., this collection includes 79 of the known 200 first folios of Shakespeare's plays.

COMFORT FOR KOREAN WAR CASUALTIES is being provided by the air conditioned hospital ship Consolation docked in the supply port of Pusan. One of six such ships completed by the Navy during and immediately after World War II, the Consolation is equipped with eight Carrier reciprocating compressors for air conditioning, with two additional compressors of the same type for food storage, adding up to a total of 300 tons cooling capacity.

INDUSTRIAL USES OF REFRIGERATION are constantly on the increase as our nation's technology continues to advance. In the steel industry, for instance, exceptionally low temperatures are required for the "cheap oxygen" process, another development leading to greater steel production at lower cost.

AN ATOMIC GOLF BALL that can't get lost was demonstrated recently. Minute quantities of radioactive materials embedded under the cover of the ball enable a caddy carrying a small Geiger counter to locate the ball even when it's hidden in dense woods or deep rough. This news, of course, has nothing whatever to do with refrigeration or air conditioning—so maybe we shouldn't even bother printing it. But after observing some of the industry's men in action on the golf course at the REMA-REWA meeting at White Sulphur Springs last month, we've decided that an item like this might have considerable interest, after all.

HOW TO RUN YOUR BUSINESS AT A PROFIT is the continuing theme of our November and December issues. Last month we outlined a means of selecting the field in which you wish to specialize, discussed the various elements involved in the financing of your business, and pointed out ways of analyzing your business costs and improving your business procedures. This month we offer you some practical, profit-full pointers on how to get the most out of your store layout and product display, how to make your advertising and sales promotion dollar bring you the greatest return, and how to operate both your sales and service departments with maximum effectiveness.

Sales Management In a

So simple and inexpensive is this proved-in-practice system of sales records that you can mimeograph the necessary forms yourself and file them in a shoe box if you wish—and still have at your fingertips all the vital information you need to help you concentrate your selling efforts where they will do the most good

MR. AVERAGE Commercial Refrigeration Dealer, starting out in a small way, generally doesn't have to concern himself much with the basic problems of what bigger businessmen call "sales management."

Chances are Mr. Dealer does all the selling personally, and he finds he can manage himself and his own sales activity without much difficulty. Because he's on the firing line of every sale, he can keep most of his sales records in his head, augmented perhaps by an occasional scribbled memo on his desk pad.

But as his business grows, and he adds two or three or maybe a half a dozen salesmen, he gradually loses that front-line perspective of every sale and every product. He no longer can tell offhand how many units of what model were sold last month, what lines are lagging a bit, and what kind of a job each salesman is doing from day to day. He no longer *knows* these things, he has to *guess*.

It is at this point in his business development that a simple but sound system of sales management records can pay off handsomely for him by serving as a series of guideposts along the road to continued profits.

A professor of sales promotion once remarked that conducting a merchandising business is a good deal like directing a military campaign. "Sales-

manship is the tactics of selling," he noted. "Sales *management* is the strategy, the overall planning which directs tactical moves in order to make them successful."

Like military strategy, sales management needs a constant flow of up-to-the-minute information. The commanding general has to secure data about the enemy, the terrain over which he will fight, the weapons and, above all, his own forces. The refrigeration dealer or his sales manager also need facts. Sales management records give them to him.

The proved-in-practice system of sales management records described in this article will give the dealer all the vital facts out of which his sales strategy can be developed.

The refrigeration dealer must know what is selling before he can decide what to buy. He wants to know when he should buy it, and how much of it to order. With a knowledge of what his customers and prospects want at the moment, he can slant his advertising offers and his displays to achieve the maximum sales impact. Lastly, the dealer needs to know when and where his selling fences require patching and repairs.

The first part of this system involves *Inventory Control*. With complete, accurate, day-to-day control over his inventory, a sales-minded dealer can keep adequate stocks of

what his customers want, and clear out the slower-moving items that take up space and tie up his money.

This form is part of a perpetual inventory system. In addition to being a first class management tool for control of inventory, a perpetual stock record is also the key to a system for utilizing present trends to guide future sales success.

The form tells each month's inventory facts. The "beginning" figure is the number carried over from the previous month. The number withdrawn is indicated, plus the number purchased. The "normal" figure should be computed as the amount necessary to provide adequate stock during a regular turnover period. The ending figure indicates whether re-orders are necessary. Study of the form gives an immediate indication of the speed with which each item is selling.

This form has been designed for the average-size commercial refrigeration dealer. Various items in each department are listed line by line. Bigger dealers may prefer to set up cards for an item rather than for a department, but the net result in information provided would be the same.

A *Daily Sales Report* should be turned in by each salesman at the end of the day. It has space for the salesman to list what he sold, the quantity, and the dollar total of each item. It gives a fast, accurate note of what customers are buying.

Figures from the first two forms are totaled and entered on the *Monthly Sales and Planning Guide*. This is the sales management record which gives the refrigeration dealer a quick, accurate, thumbnail report of selling trends and progress.

Merchandise can be listed either by

Shoebox

INVENTORY CONTROL

You must know how much of what you have on hand before you can tell how much of what to order. This form will keep you constantly reminded of your needs.

INVENTORY

Department _____
Month ending _____

Description	Beginning	Withdrawn	Purchases	Normal	Ending

item (with a *Monthly Guide* form for each department) or by departments. The merchandise is entered, then the number sold, and the total dollar sales.

In the fourth column, the dealer enters the gross margin percentage. Then, from his inventory cards, he enters beginning and ending inventory figures. A comparison of these with the numbers purchased tells the rate of turnover for column number seven. If the ending inventory is less than the "normal" figure indicated by the inventory record, then he knows that he is "open to buy" the difference between the normal and the ending inventory.

In addition to sales facts about the store, many commercial refrigeration dealers want to know how each salesman is doing. Is he selling as much as can be expected from him? More? Is he long in certain lines, short in others? The answers to those questions can be found in the *Salesman's Activities* record.

A separate card is made out for each member of the sales force. The facts come from a totaling of the salesman's *Daily Reports*. These cards show the name, and the month for which the record is made. They indicate the man's salary, his commissions and other compensation, and the percentage of his sales to his salary.

Then, in the lower spaces, the dealer lists the kind of merchandise the salesman has been selling, the number of each line (or from each department), his dollar volume in the line, and what percentage the sales of that merchandise bore to his total sales.

All of these records have been designed for keeping on standard 5 x 6-inch record cards which are available

Continued on page 54

DAILY SALES REPORT

One of these cards turned in by each salesman each day will provide you with a fast and accurate check on what types of products your customers are buying.

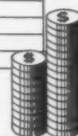
Description	Quantity	\$ total

DAILY SALES REPORT

Name _____

Date _____

Total \$ sales _____



PLANNING GUIDE

Figures from the inventory and daily sales forms are entered here to provide a periodic check on product inventory as well as the activity of your salesmen.

MONTHLY SALES AND PLANNING GUIDE

Date _____

Description (or Dept.)	# sold	\$ sold	Gross Margin	Beginning Inventory	Ending Inventory	Turnover	Open to Buy

SALESMAN'S ACTIVITIES

Totaling the information on the daily sales reports and entering it on this card will provide you with a running "sales biography" of each of your men.

SALESMAN'S ACTIVITIES

Name _____

Month ending _____

Salary - - \$ _____

Other Pay - \$ _____

Percentage, sales to salary - - % _____

Description	No. sold	\$ sold	% of total sales

YOU CAN MAKE YOUR

YOUR product displays, properly handled, can do an effective job of helping you merchandise your commercial refrigeration and air conditioning products more profitably. But you've got to put some planning back of them—so that they can do their part in helping to “sell” you, and your products, to your prospects.

Be honest, now. Is your product showroom a selling

help? Or is it, instead, a sales hazard? How much thought do you actually give to setting up your floor display products?

Do you make an effort to fit together on your sales floor the different products that logically go together in your customers' places of business? Or is it just a question of finding a space on the floor where some particular product will fit, and crowding it in there without much consideration of what products are nearby—and what the arrangement does to the “picture” your prospects will get?

Today's prospect for commercial refrigeration equipment is definitely “modern store” minded. He has had a first-hand opportunity to see the many advantages and steady increase in customers and business that modern merchandising methods and modern store equipment can produce. He has also had the advance benefit of observing how efficiently the larger stores and markets handle patrons through self-service displays and attractive layouts in his own community.

So, when he's shopping for new store equipment, he'll try to visualize how a product will look on his own store floor, or behind his store counters. He'll be looking not at products but at a “picture”—of his own place of business.

The job your floor displays must do is to help the



GROUPING RELATED PRODUCTS is one of the most effective means of making your sales floor attractive. It's also an aid to selling additional units.



SECTIONAL DISPLAYS, like the tavern arrangement shown at left, are a proved method of bringing any specialize line of equipment in to the sales spotlight.

A COMPLETE MARKET, arranged to show the customer's place of business, is the opinion of your know-how.



SALES FLOOR SELL

prospect see this "picture" more clearly. You've got to set up your displays from the buyer's point of view.

There are few, if any, "secrets" of effective product display. Good display is simply arranging your lineup of products so that your customers will be attracted to them, rather than away from them. In the final analysis, good display is a combination of good taste and common sense.

But, you say, my store is different. It's long and narrow, or it's short and wide, or the space I can allow for my floor displays is so limited that I can't arrange those bulky cases and cabinets so that I wind up with anything effective.

That's where you're wrong. It doesn't matter what shape, size, or limited floor space you have. If you follow a few simple principles, you can make your product displays attractive, and your sales floor an honest-to-goodness "selling" area. Here are a few suggestions it will pay to keep in mind:

1. *Use your display room for display purposes, not for storage.* On a recent tour covering about 50 commercial refrigeration dealers, one observer noted that, to him, most of the showrooms he visited appeared to be a combination office and storage space for the equipment the firms handled. No effort had been made to display items properly, or to suggest additional purchases through any

kind of salesroom modernization.

2. *Keep your showroom clean.* This applies to the room itself, as well as to the products displayed in it. Keep the windows washed and the floor clean; it takes a few minutes, but it's well worth the effort in the better impression of your company that your customers get.

Continued on page 70



BACKGROUNDS WILL HELP to make your product displays more attractive, but they should be changed regularly if you're to get benefit from them.

just as it might be in the customer's fire means of upping his



FILL YOUR CASES with artificial foods—they'll help sell by showing your customer how they'll look when they're loaded with real foods in his own food market.



Records

Page 20, 1--2000-0-0

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[illegible]

Form 5

Statement of Financial Interest

FD-503

Form 503-1-66

Do a Sales Job, Too

By smoothing out your service operations they can pave the way for your merchandising efforts

AN EFFICIENTLY operated service department, as every dealer knows, can be one of the most effective sales weapons in his merchandising arsenal.

The serviceman, by the very nature of his occupation, is in a better position than anyone else to know who needs what piece of refrigeration equipment when. Properly trained, your serviceman can be more than just a "bird dog"; he actually can function as a sort of junior salesman to pave the way for the guy with the order blank in his hand.

Furthermore, nothing wins friends—and potential equipment customers—faster than a service department which really lives up to its name by providing service promptly, efficiently, courteously and at a reasonable cost.

On the other hand, however, nothing can rouse a customer's ire more quickly than the failure of a dealer

to provide this kind of service. Many an equipment sale has been missed simply because an incomplete and ineffectual record system has resulted in the kind of unsatisfactory service which is bound to lose friends and alienate customers.

Take a look at *your* service records! Do they tell you the complete story of every service call and give you full information on every customer at a glance? Do you have at your fingertips the kind of information which enables you to politely but firmly remind a customer looking for free service that his unit is just out of warranty? Do your service records pave the way for new sales by clearly itemizing the customer's equipment, its age, and its condition?

If not, then perhaps you can profitably draw upon the experience of Frigid Refrigerator Service Corp., St. Louis, Mo., which specializes in servicing commercial refrigeration and

air conditioning equipment. This firm has developed a comprehensive service record system which not only ensures the smooth operation of its own organization but keeps the customers contented too.

Charles Tanner, head of this big firm, is a veteran of many years in all phases of refrigeration service. Like most who "learned the hard way" he feels that good, accurate bookkeeping which keeps track of paid man-hours and actual time and materials expended on repair work is absolutely essential.

In ten years of large-scale commercial service, Tanner has seen many refrigeration service firms go under when there were encouraging "paper profits" on the company books. To guard against any such dismal eventuality with his own concern, he has set up a bookkeeping system which insures that "paper profits" are actual profits whenever they are checked.

Frigid Refrigerator Service Corp. employs 13 mechanics and specializes exclusively in commercial work, much of it by contract. They assume full service responsibility for many large food supermarket chains, refrigeration manufacturers and distributors in the St. Louis area. They also service air conditioning equipment. All of these factors added together constitute a large and complex volume of business which needs close policing to keep it running smoothly—and profitably.

For this reason the Frigid firm has developed a special form to cover each step from the customer's telephone call to the ultimate billing of the work.

First is a small pink Call Slip which is the responsibility of the dispatcher.

Continued on page 43

- 1 **CALL SLIP** filled in by dispatcher provides initial information on each service call.
- 2 **WORK ORDER** enables each mechanic to do his own "bookkeeping" right on the job.
- 3 **HOURS LABOR** forms are checked against work orders to assure balance of revenue hours and labor hours.
- 4 **MATERIAL REQUISITION** provides space for tabulation of all parts required on larger jobs.
- 5 **CUSTOMER RECORD** card comprises complete case history of all equipment serviced.

Are you making the most of these Advertising Opportunities?

- ☐ Tie in your letterheads, business cards and business forms with a catchy and identifying slogan or insignia.
- ☐ Prominently identify your store front with your company name and a listing of your products and services.
- ☐ Make your show windows attractive both by day and by night to capitalize on their attention value.
- ☐ Properly identified, your trucks can carry your sales message wherever they go.
- ☐ Provide your servicemen with uniforms bearing the company name, and keep these uniforms clean.
- ☐ Make your advertising in the "yellow pages" of your telephone book stand out by giving it some distinctive touch.
- ☐ Apply decals or stickers to every piece of equipment you sell and to every job you service.
- ☐ Direct mail is your most effective advertising medium, dollar for dollar, so make consistent use of it.
- ☐ Classified newspaper advertising can be a big help in selling your equipment and services, but display advertising has its place, too.
- ☐ Remembrance advertising, consisting of such items as imprinted calendars and novelties, keeps your name before your customers.
- ☐ Publicity in your local papers is an effective form of advertising, and—best of all—it's for free!
- ☐ Your job proposals, properly prepared and presented, can do a big selling job for you.
- ☐ Posting signs on buildings in which you are installing jobs provides you with another way to get your name before the public.
- ☐ Help your customers with their own businesses by conducting educational meetings for them.
- ☐ An external house organ circulated among your customers and prospects is one of the best means of telling your sales story.
- ☐ Radio advertising can be less costly than you think, and can be a big help in pushing consumer items.

Which

LET'S just suppose that you are starting out from scratch in the commercial refrigeration and air conditioning business. Your first problem, of course, is to get some customers. But you won't get Customer 1 until somebody knows you're in business. To get this fact established in the minds of your potential customers you have to advertise, one way or another.

Your first step in this direction should be obvious. You're in business, so naturally you'll need letterheads and business cards, business forms, some sort of identification on your place of business, and a listing in the telephone book. You may regard these things simply as business necessities—which, of course, they are—but they also can be potent advertising factors if you make the most of them.

The very first requisite for your letterhead design should be that it is simple and legible. It should incorporate the name of your company, its address and telephone number. It also is a wise idea to include your own personal name, if it is different than the company name, so that you as an individual will become more quickly identified with the company you head. A brief listing of the products you handle or the services you are prepared to render also will help to get your company more firmly established in the minds of those to whom you write.

If you possibly can, develop some sort of snappy slogan or symbolic insignia which you can incorporate into your letterhead. Any such "gimmick" can be a big help in establishing the identity of your organization and in differentiating you from your competitors.

Comes First

THE BUSINESS OR THE AD?

Here are a few typical slogan suggestions: "We Specialize In Your Problems"; "Where Your Business is Appreciated"; "See Sam For Service"; "The Best for Less"; "Strictly Commercial"; "Let Us Put Our Experience to Work for You"; "No Job Too Small—No Job Too Large"; "If It's Refrigeration, We Have It".

Insignias, if possible, should be based on a design which somehow suggests cooling. Some contractors we know, for instance, have successfully built their insignias around polar bears, icebergs, icicles, or snow-capped mountains. Or perhaps you just prefer to use a "frosted" or "icicled" type of hand lettering in your company name. If you have a monogram that lends itself to a readily recognizable design, you can use that to good advantage. If you use color, some shade of blue or blue-green generally is considered to be a "cool" color.

Whatever treatment you decide upon should be carried through wherever your company name is used—upon your business forms, your store front, and your other advertising—as well as on your letterheads and cards. Thus you capitalize on the biggest single factor of advertising effectiveness—repetition. Whenever and wherever people see your company name it always looks the same to them, and they unconsciously come to recognize it at a glance.

A Milwaukee contractor delivers a powerful advertising message every time he makes a service call by printing a number of 1-page advertising broadsides and padding them right with his service work orders, so that each time a serviceman tears out a work order duplicate to give to the customer he also tears out one of the

There are many ways to advertise your business. This summary of methods and techniques will help you select those which will do the best job for you

broadsides devoted to the company's products and services. It's a telling form of point-of-sale promotion.

Anytime you prepare any printed material it is sound business to order a sizeable quantity, maybe even more than you really feel you need. It is the initial setting up of this material—the "makeready", in printing terminology—that costs the money. Once the job is ready to roll it costs very little more to print 1000 copies than it does 100, and you can effect real economies by taking advantage of this extra run.

The sign on your place of business, while following the same lettering style as the name on your letterhead, should be as bold as possible, and in a color that will really stand out from its surroundings. Here again your slogan or insignia should be displayed as prominently as possible, so that it will attract maximum attention. Just remember, the more people who see your store and realize the type of business you are in, the more chance you have of cultivating potential customers.

In this connection, your show windows (if any) also can play an important role. See to it that they are always kept neat, clean and attractive. Use them to best advantage to sell your products or your services. You're paying for that space anyway, so you may as well get your money's worth.

There are a couple of more places where your name, your slogan and your insignia can be made to do a selling job for you. One is on the uniforms of your servicemen. And don't let those uniforms get so dirty that the name can't be seen! Your customers will be impressed much more favorably if you and your men appear in uniforms which are kept reasonably well laundered. This favorable impression, while you can't add it up in dollars and cents, is more than worth the slight addition to your laundry bill.

If you operate a service or installation truck, you have a ready-made, pre-paid opportunity to do a real advertising job. Be sure your name and other identification appears prominently on your truck. If possible, have the truck painted white or some bright color so that it will attract more attention as it drives along. A catch phrase like "Emergency Service" will increase the truck's attention value and impress your name even more firmly on those who see it.

Next step in your advertising effort should be the preparation of decals or stickers. These, too, should be in the same style as your other advertising and carry the same theme. On service calls these decals should be applied to the unit itself, to the customer's telephone pad, or in some other conspicuous place so that your name will be the first to come to the customer's

mind when he thinks of service. If you sell new equipment, a decal should be applied to each and every unit before it is delivered, so that there never will be any doubt in the customer's mind as to where he bought the equipment and where to come for more.

So far, we have been concerned primarily with impressing your name upon the public consciousness, and identifying your company as a commercial refrigeration or air conditioning operation. This is advertising of the most fundamental sort, and it is so obvious that often its real value is overlooked and its effectiveness is lessened or lost completely.

Now that you are well on your way to establishing your name as a factor in the field in which you are operating, your next move must be to start actively soliciting some business.

Make Your Ad Different

Your first advertising dollar to be spent for this purpose should be invested in a listing in the classified section of your local telephone book. If you do both sales and service work, list your firm under both sections. It's well worth the little added cost. If you do air conditioning work as well as refrigeration, don't overlook a listing in that category, too.

One important thing to remember about telephone book listings is this: all of your competitors will be listed in there too, so anything you can do to make your listing stand out from the others is a worthwhile effort. If you buy a display ad in the phone book, protect your investment by striving to make your ad a little different from the others. Your company slogan, if it's appealing enough, will help. A catchy little piece of art work which will give your ad a fresh slant may cost you a few bucks, but if it accomplishes its purpose you will be money ahead.

Now that the fundamentals have been dispensed with, you come to the one type of advertising which day in and day out will bring you a greater volume of business and a higher percentage of profit return than any other—direct mail.

Direct mail is such an important advertising medium for the refrigeration and air conditioning dealer and contractor, and it encompasses such a wide scope of materials and techniques, that no adequate treatment of it can be presented here. In

order to treat this subject fully, and to give the readers of **COMMERCIAL REFRIGERATION** as many profit-producing pointers as possible, we are making direct mail the subject of a separate article which will be presented in a future issue. Watch for it—it will be full of proved ideas which can put money in your pocket.

There are a few basic generalizations on direct mail, however, which should be mentioned here. It's so simple that it may sound absurd, but do everything in your power to make sure that the recipient's name is spelled correctly on each piece of direct mail you send out. And make sure that the address is correct. Nothing makes a man madder than to see his name misspelled; and any piece of direct mail which does not reach its intended destination is just money down the drain.

Don't be scared by the sound of direct-mail advertising, and shrug it off with the thought that it's too costly for you to undertake. Direct mail can be just as elaborate or just as simple as you wish to make it—and sometimes the simplest and least expensive mailings get best results.

"Thank You" Pays Off

A simple "thank you" letter to all new customers is a perfect example of this. And mimeographed penny postcards, perhaps with their eye appeal heightened by a hand drawn bit of art work, often create more attention than the most elaborate printed brochure. Why? Simply because they're different, and don't look just like every other piece of advertising that hits the prospect's desk.

If you are franchised to sell any specific lines of equipment, the manufacturers in most cases will be glad to give you the benefit of their direct mail experience and provide you with factory prepared materials at a reasonable price.

Pick your prospects for your direct-mail promotion carefully. Call your shots by concentrating relatively small mailings on the specific groups of prospects who should be interested in the particular products you are trying to sell. Slant one mailing on meat cases to butchers and delicatessens, for instance, or a mailing on window coolers to business and professional men. The yellow pages of your phone book will give you a good start toward building up a selective, classified prospect list.

When it comes to newspaper advertising, the classified section is your best bet. There are two reasons for this. In the first place it is, of course, much less costly than display advertising. In the second place, unless you are selling a product or service which can be sold pretty universally to the consuming public, you buy a lot of waste coverage when you buy newspaper space.

If you do use display advertising, one effective stunt is to follow the example set by a Detroit dealer who features his customers, as well as his products, in his ads. If he has just installed the equipment for a new food market, for instance, he will run an ad announcing the opening of this new store, stressing the fact that his firm supplied the equipment.

But don't be fooled into believing that size is the only criterion for judging the effectiveness of newspaper advertising. You'll be surprised at the pulling power of a classified ad or two each day in the "Miscellaneous For Sale" column. This is especially effective in disposing of used equipment.

Don't make the mistake that a lot of people do, however. They think that the paper with the least number of ads will do the best job because their own ad will stand out more. Forget this nonsense! The big reason that Saturday and Sunday papers run so many classified ads is because more people have more time to read ads. That's the time to run yours.

"Remembrance" Pieces

Many dealers and contractors lean heavily upon a type of advertising which "stays with" the prospect longer than either direct mail or newspaper advertising, and is a good will builder besides. This so-called "remembrance advertising" covers a wide range of useful articles imprinted with your company name and address—calendars, pocket knives, key holders, and the like.

One important thing to keep in mind about this type of advertising is that a lot of other companies in other fields are doing the same thing, so your advertising—if it is to stand out—must be carefully calculated to associate you and your products or services in the customer's mind every time he sees your "reminder".

One Chicago contractor we know discovered this truth for himself one

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COMMERCIAL *Refrigerator* SALES NEWS

THEY'LL GUIDE COMMERCIAL SALES GROUP IN 1951



Here are the new officers and directors of National Commercial Refrigerator Sales Association, elected at the organization's annual meeting in New York City. Seated, left to right, are: John Poth, New York City, treasurer; F. D. Stella, Detroit, first vice president; I. Rosenberg, Jr., Pittsburgh, president; and Irving W. Shell, Chicago, second vice president. Standing are NCRSA directors George M. Wiedemer, Rochester, N. Y.; Nat Silverstone, San Francisco; Richard E. Rudolph, Philadelphia; H. B. Adams, Tampa, Fla.; Barnett Berch, New York City; Simon Heselov, Youngstown, Ohio; Joseph A. Legasse, Boston; and Neil Herman, Minneapolis. Not present was director Robert B. Weston, Pittsburgh.

NCRSA Maps Drive Against Unfair Selling Practices

MEMBERS of the National Commercial Refrigerator Sales Association, at their fourth annual convention in New York City Oct. 16 and 17, voted overwhelming approval of a proposal that NCRSA take action toward eliminating, through the cooperation of the Federal Trade Commission, unfair trade practices of ice cream companies, dairies, etc., in the sale of refrigeration equipment.

A plan of action is now being developed so that all NCRSA members can cooperate in supplying information to bolster the association's campaign.

Elected president of NCRSA for 1951 was I. Rosenberg, Jr., Refrigeration Equipment Co., Pittsburgh. Other officers are: first vice president,

Frank D. Stella, F. D. Stella Products Co., Detroit; second vice president, I. W. Shell, Lee-Shell Co., Chicago; treasurer, John Poth, A. C. Wicke Mfg. Co., New York City.

Directors for three years will be Neil B. Herman, Allied Store Equipment Co., Minneapolis; Joseph A. Legasse, Legasse Refrigeration Co., Boston; and Nat Silverstone, Silver-Stahl Corp., San Francisco.

Directors for two years are H. B. Adams, Adams Refrigeration, Inc., Tampa, Fla.; Richard E. Rudolph, Super-Cold New York Co., Inc., Philadelphia; and George M. Wiedemer, Cable-Wiedemer, Inc., Rochester, N. Y.

Directors for one year are Simon Heselov, Store Engineering Co., Youngstown, Ohio; Barnett Berch,

the Schultz Co., Long Island City, N. Y.; and Robert B. Weston, Weston Sales & Service Co., Pittsburgh.

Serving as an advisory committee will be three past NCRSA presidents: W. C. Bader, Russ Maintain, and C. S. White, the latter the immediate past president.

With the theme of the meeting "Pooling Ideas for More Effective Selling," a number of addresses of real interest and value were presented.

Discussing "How a Complete Line of Store Fixtures Aids the Sale of Commercial Refrigeration Equipment," Russ Maintain, president of Maintain Store Engineering Service, Boston, stressed the importance of dealers' maintaining a complete service for food store owners if they are to make a profit in this end of the commercial refrigeration business.

"Don't plan your customers' stores for today—plan tomorrow's kind of store," he advised. "Free plans are a dime a dozen—and that's just about what they're worth.

"Your plans must be tailored to each store owner's individual needs, and they must be the kind that will anticipate the type of business he'll be doing in future years, not just today. You have to put thought back of your store planning, or you're not acting in the best interests of your customers."

There has been more change in the grocery business in the last 10 years than in the previous 100 years, Maintain declared. He pointed out that 50% of the present volume in the grocery field is being done by about 400 retailers—mostly chain-type operations. These big-volume retailers, he said, determine what the smaller store owners have to do if they are to continue to stay in the food business.

Refrigeration men who equip themselves to do a complete sales job in the food store field can benefit greatly from the planning and modernizing work that will be done within the next few years, Maintain asserted, but for the most part they appear to be letting this business slip away from them and into the hands of such potentially powerful competitors as wholesale grocers, who can—and will—act as full-line "equipment specialists" to these smaller food store operators.

The first "Store Engineering Con-

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ABOUT People

Two promotions and one addition to the field sales organization of the Electric Refrigeration Div. of Servel, Inc., have been announced by O. J. Dail, general manager of the division. **John F. Zubrod**, formerly manager of the applications engineering depart-



J. F. Zubrod



A. M. Schmitz



P. A. Hunker

ment, has been promoted to assistant to the general manager. **A. M. Schmitz**, northeastern district manager, has been promoted to manager of the applications engineering department. **Paul A. Hunker** has been appointed district manager for the northeastern territory.

Joseph Askin has been appointed chief engineer of Techniflex Corp. Askin has a 28-year background in the field of electrical and refrigeration engineering. As chief engineer at Fedders Mfg. Co. for 20 years, Askin worked experimentally on auto-



Joseph Askin

mobile and aircraft radiators, oil coolers, electric water coolers, electric refrigeration, air conditioning coils, beverage coolers and expansion

valves. Later he served as chief engineer of Peerless of America, Inc., where he was concerned with the design and experimental testing of commercial refrigeration air conditioning equipment. He next served as chief engineer of the Electrimatic Div., Simoniz Corp. Since November, 1948, he has served as a refrigeration consultant.

At a recent meeting of the board of directors of Acme Industries, Inc., **E. B. Dunphy** and **A. B. Newton** were named vice presidents of the company. Before joining Acme in 1938, Dunphy was associated with General Electric Co. During his



E. B. Dunphy



A. B. Newton

service with Acme, he has been in various administrative and managerial posts and was sales manager from 1942 to 1948. Newton has been associated with the refrigeration and air conditioning industries for many years and has served in sales and engineering capacities with York, Minneapolis-Honeywell, and Chrysler-Airtemp prior to joining Acme.

A. A. Silverman, president of Vilter Mfg. Co., has announced the election of **A. O. Vogel** and **Dr. E. B. Tilton** as directors of the company. Vogel has been with Vilter since 1923. In May, 1949, he was elected vice president in charge of sales, and continues in that capacity. Tilton, formerly president of Vilter, has been associated with the company

as economist and management consultant since he resigned as president in November, 1949.

Emanuel Feinberg has been appointed factory representative for McQuay, Inc., in the Detroit and Toledo areas, according to H. Blake Thomas, vice president and general sales manager. Feinberg has been with Giffels & Vallett, Inc., Detroit, American Thermal Industries, was director of sales for Acme Industries, Inc., and currently heads Thermalair Engineering Co., 6432 Cass Ave., Detroit. He will handle the complete McQuay line of air conditioning and heating equipment in 19 counties in northern Ohio and 13 counties in southern Michigan.



Emanuel Feinberg

Three additions to the field sales organization of Sherer-Gillett Co. are: **Lawrence A. Poole**, Lake Forest, Ill., Chicago zone sales manager; **John S. Glover**, Montrose, Ala., southeastern zone sales manager; and **George B. Wilson**, Baltimore, Md., mid-Atlantic



L. A. Poole



J. S. Glover



G. B. Wilson

zone sales manager. All three are widely experienced in the refrigeration field and well qualified to assist dealers with salesmen's training programs. Poole was associated for a number of years with Deepfreeze Div., Motor Products Corp., and with the Whiting Corp. Glover for more than twelve years has owned success-

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demand **DETROIT CERTIFIED**

VALVES

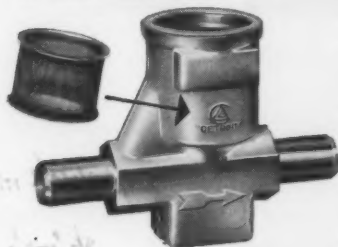
No. 685
STRAINER



683 in forged brass body available with either flare ($\frac{3}{8}$ " S.A.E. for $\frac{3}{8}$ " x $\frac{1}{4}$ " Reducing Nut) or sweat ($\frac{3}{8}$ " or $\frac{1}{2}$ " O.D.) connections.



683 also available in cast brass body with $\frac{3}{8}$ " female N.P.T. inlet and outlet connections. (No. 685 Strainer available as an accessory.)



- ★ New plastic-imbedded waterproof coil.
- ★ Rugged forged brass body.
- ★ Large integral inlet strainer protects sweat and flare types.
- ★ Connections available for flare, sweat or pipe thread applications.
- ★ Sturdy mounting boss.



Eliminate Trouble

BEFORE IT STARTS WITH

DETROIT 683 SOLENOID VALVES!

One sure way to do your customers a favor is to install **DETROIT** 683 solenoid valves. You'll be doing yourself a favor, too, by positively eliminating the need for costly call-backs. Just check the outstanding features of the 683 and you'll see why. First, this remarkable valve is designed for adaptability

—three standard models available for flare, sweat or pipe thread connections. Add to this the waterproof construction, integral inlet strainer and "kick-off" spring for positive closure and you'll see that with the 683, trouble can't start because it can't get in! **DETROIT** solenoids are available in capacities from 3 to 20 tons Freon-12. So for replacement or new installation, demand **DETROIT** for the best in solenoid performance, service, economy!

DETROIT

LUBRICATOR COMPANY

5900 TRUMBULL AVE., DETROIT 8, MICHIGAN

Division of **AMERICAN RADIATOR & Standard Sanitary CORPORATION**
Canadian Representatives: **RAILWAY & ENGINEERING SPECIALTIES, LTD.**—Montreal, Toronto, Winnipeg



DETROIT HEATING AND REFRIGERATION CONTROLS • ENGINE SAFETY CONTROLS • FLOAT VALVES AND OIL BURNER EQUIPMENT • DETROIT EXPANSION VALVES AND REFRIGERATION ACCESSORIES • STATIONARY AND LOCOMOTIVE LUBRICATORS

Serving home and industry AMERICAN STANDARDS • AMERICAN BLOWIE • CHURCH SEATS • DETROIT LUBRICATOR • KEWANE BOILERS • ROSS HEATER • TONAWANDA IRON

and AIR CONDITIONING • DECEMBER, 1950

(Right)

MAPPING SALES STRATEGY with two of his salesmen, Floyd Oberle plans a store-to-store selling safari which may cover several hundred miles or just a few blocks.

(Far Right)

DELIVERING THE GOODS right to the prospect's door has been the keystone of this dealer's merchandising policy. Each salesman is furnished with a trailer like this to tow behind his car.



*Floyd Oberle who
36 times*
Door-to-door selling isn't just for the "Fuller Brush man", says Floyd Oberle, *who*
when the prospects won't come to your store to see your equipment it's time to

TAKE YOUR CASE

ANALYZE your sales territory, then tailor your merchandising policies to fit. That's pretty sound selling advice in any league, but in the case of Floyd M. Oberle Co., commercial refrigerator dealer in Salt Lake City, it has resulted in one of the most unorthodox but effective sales approaches in the commercial equipment field.

Oberle and his men sell commercial refrigeration cases literally on a store-to-store basis, many times resorting to the coldest kind of canvassing without any leads whatsoever. Not only do they follow this practice successfully in the far-flung, sparsely settled sections of their territory, which includes Utah, western Wyoming, southern Idaho, and eastern Nevada but they also make this same procedure pay out right in Salt Lake City just a few blocks away from their showroom!

The combined factors of bad weather and human inertia, which formerly exercised a homicidal effect on Oberle's sales volume, especially during the winter months when travel in the inter-mountain states is precarious and prospects like to stay at home, were largely responsible for his development of a sales plan which made it possible for him to take his merchandise right to the prospect—

on a trailer—and complete the sale right at the customer's front door.

This radical departure from routine commercial case merchandising techniques has been largely responsible for the success of the Oberle organization during the past few years. As Oberle himself puts it, "If it weren't for our door-to-door selling, we'd be out of business during January, February, and much of March."

Peddling small items door-to-door is one thing. But peddling with but a single unit—and an expensive one to sell—is quite another.

"In our first year," Oberle recalls, "we wasted a lot of time sending out salesmen. The best they could do was to interest a store owner, for the sales talk always was cut short when the customer said, 'I'll drop down to Salt Lake to see it next time I've got a little time.'"

"You see, our customers, mostly small independent grocers, wanted to actually see and feel what they were going to buy. So right then we decided that if they wouldn't come to us—often that 'next time I'm down your way' stretched out to a year—we'd have to go to them."

So Oberle bought five trailers, spent \$22.50 each for



has proved that
proved that

case to the Customer D THE CUSTOMER

hitches for his salesmen's cars, and sent each one of them out on the road pulling a big case. Many times his salesmen set out without any sales in the bag. They just kept traveling—sometimes as much as 350 miles—until they sold their cases.

To minimize mileage and maximize sales potentials in this kind of door-to-door operation, Oberle soon found it best to take an all-purpose case—one equally good for cut meats, dairy products, and vegetables—on these trailer jaunts. It gives his salesmen that many more prospects to call upon.

Often, however, a salesman pulling a trailer loaded with just such a utility case along a route finds that several customers express a wish to see a meat case, or that some want to see an ice cream cabinet. Next trip out, then, the salesman will load his trailer up with one of these units—or both if he can carry them.

Oberle and his men have a real advantage over door-to-door salesmen who carry only pictures or brochures, for most of their prospects want a look at the merchandise itself. And once they see it at their door, it's a fairly easy matter of salesmanship to push the sale through.

The trailer arrangement allows one salesman to unload the case in a store via rollers. Usually, since every Oberle salesman also is trained to install the units he sells, he can handle this job himself. If he can't, there's usually a local mechanic who in return for a few extra dollars is glad to help with the installation.

About two-thirds of Oberle's territorial customers buy their equipment on the meter plan. But Oberle has found that often the small independent will stall, saying he intends to take the case on the meter plan, then when it's installed and operating, writes out a check for the full amount. A surprisingly large number of customers end up by paying their account in full at the time of installation.

This store-to-store peddling began when Oberle's new business was almost forced to close its doors because outlying customers who promised to come down to Salt Lake to see their cases just didn't seem to find the time. The idea took root when he was delivering a case by trailer a few miles from Salt Lake. He stopped for coffee, and a next-door grocer came out and admired the case. Then Oberle noticed that the case attracted wide

attention. He picked up three prospects while delivering that first case! Now, if he has sold a piece of equipment to a customer a few hundred miles away, Oberle or one of his salesmen uses the case he's delivering as a sample en route, stopping off to contact as many prospective customers as possible. Experience has proved that in this country where salesrooms are few and far between and live merchandise is scarce, the cases themselves are their own best salesmen.

The really surprising thing about Oberle's trailer selling is that it seems

to work just as well right in Salt Lake City—sometimes not 10 blocks from his salesrooms!

Last winter, for instance, he lined up an in-town prospect. This prospect kept assuring Oberle he'd drop by the salesroom—but never did. Then one day, Oberle loaded a case onto his trailer, parked outside the prospect's store, and sold the case on the spot. There's an even better reason why trailer salesmanship works so effectively. Often a customer will come to Salt Lake and shop around at all of Oberle's competitors. He sees so

many cases, gets so many salestalks, that he's confused. He buys nothing, deciding he'll go home to think it over. And there goes a sale.

Oberle's trailer sales service shuts out the competitors, simplifies the decision for his prospect, and delivers the goods at his doorstep. It's pretty hard for a man to refuse a case once he sees it parked invitingly outside his store," says Oberle.

It Really Works!

Let's take a look at how this town-to-town and store-to-store selling works.

Last year, Oberle and a salesman started out to canvass a selected territory. They headed into Wyoming with the salesman driving a pickup truck carrying one case and towing a trailer loaded with another. Oberle himself hauled another case in the trailer behind his car. They had absolutely no prospects in mind.

By noon they were in Mountain View, Wyo., and had sold one case. They had it installed by 2:30 p.m. It was a cash sale. They moved on into Lyman, Wyo., seven miles away, arrived by 3 p.m., and sold another case. It was a cold sale. The man had never seen the traveling commercial refrigeration caravan. He didn't even know of Oberle or his Salt Lake firm. This case was sold on the meter plan and was installed by 7 p.m.

3 Sales In 1 Day

Still eager, Oberle and his salesman drove 28 miles to Granger, Wyo., and sold their third case, for installation next morning. This sale, too, was on the meter plan. This customer was an old timer who had already bought one Oberle case on this same basis.

And so it goes!

Sometimes, if a salesman finds himself still out at week's end with no sale, he'll leave the trailer and its case in a garage, come back to Salt Lake for the weekend, and then go out again Monday, pick up the case, and be on his way.

In the dead of winter, when snow presents an added problem, Oberle's salesmen generally travel in pairs. It's easier for two men to dig the trailer out of snow banks!

They've had but few accidents, one when a trailer jack-knifed over a railroad track. The case was damaged, but Oberle was able to sell it at a dis-

Continued on page 43



Simplify

Your Construction Methods with Engineered KOLD-HOLD Liners

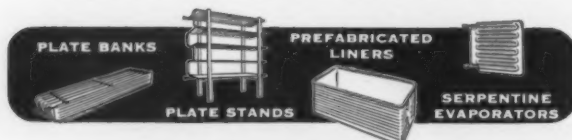
You save hours of valuable construction time and build extra efficiency into refrigeration equipment, by using prefabricated Kold-Hold Liners. These Liners quickly slip into place to provide adequate refrigeration for the sharp freezing, cooling and holding of all types of foods and perishable products. The inner surface is smooth and sanitary — no other linings required.

There are no refrigeration joints to become damaged with the complete cabinet liner. Liners are fabricated from Serpentine Plate Evaporators

without interfering with the Serpentine principle of refrigerant flow. Therefore, they retain all the advantages and proven dependability of Serpentine construction.

Kold-Hold Prefabricated Units save time and money for the manufacturer, service engineer and user. They increase efficiency and reduce the cost of both domestic and commercial refrigeration equipment. They simplify conversion of obsolete equipment to meet today's standards of efficiency and dependability.

See your service engineer or write us for details.
Immediate delivery from jobbers' stock in principal cities.



KOLD-HOLD

PROTECTION

protects every step of the way

STORAGE

KOLD-HOLD MANUFACTURING CO., 503 E. Hazel St., Lansing 4, Mich.

NEWS OF THE INDUSTRY

REMA-REWA IN JOINT MEETING

Members of REMA and REWA, at their joint membership meeting Nov. 2-4 in White Sulphur Springs, W. Va., heard Senator Styles Bridges of New Hampshire urge them to take a more active interest in national affairs if they want to preserve our free enterprise system, and got pertinent advice on retaining their essential manpower from Col. Joel D. Griffing, chief of the Manpower Div. of the Selective Service System.

"America's future is clouded with the forces of Socialism and Communism," Bridges said. "In embracing Socialism, we are throwing to the winds the very principles which have made our nation what she is. America and the Constitution upon which she was built are capable of making adjustments to changing needs. She can make the changes now. But she must not surrender the basic principles of a free enterprise system with its equal opportunities for all who will work to make her strong. It is time now to demand sound leadership in those who make our policies here and abroad.

"I call upon you today, in your business life and in your social contacts, to take more than a passing interest in your America. In the last analysis, you will answer the questions concerning tomorrow's America.

"Our Constitution still provides the means whereby the nation can retain its freedom—it has the right to vote. If our people prefer the slavery of socialism and Communism, no one will strike off our chains. If we wish to keep our freedom, nothing can enslave us. If we choose freedom, we can gain the security we seek. If we love security more, we will pay the price



NEW REWA OFFICERS for 1951 shown above are, left to right: N. K. Mason, treasurer; Ben V. Blazer, secretary; Fred V. Wilson, vice president; and J. P. Glass, president.

JACK GLASS NAMED REWA PRESIDENT

J. P. Glass, of Chase Supply Co., Chicago, was elected president of Refrigeration Equipment Wholesalers Association at the annual REMA membership meeting in White Sulphur Springs, W. Va., Nov. 2.

Fred V. Wilson, Standard Brass & Mfg. Co., Port Arthur, Tex., was named vice president; N. K. Mason, Mason Supply Co., Columbus, Ohio, treasurer; and Ben V. Blazer, M. Blazer & Sons, Passaic, N. J., secretary.

Directors elected at the meeting include Blazer, District 2; J. S. Kimmel, Republic Supply, Davenport, Iowa, District 7; Joe Wakefield, Wakefield Supply, Spokane, District 11; and R. E. Warwick, Plumb-

of freedom."

Col. Griffing advised as follows on deferments:

"Where an industrial deferment is desired it is imperative that the employer file a statement requesting deferment before the individual has been classified by his local board.

"An employer who has not indicated an interest in a registrant prior to classification has no right to appeal that classification. The time to file an original

ing Wholesale Co., Jackson, Miss.

Blazer and Warwick were elected to succeed themselves, Kimmel succeeds F. R. Pond, Minneapolis, and Wakefield succeeds Harold Stern, Seattle. The new officers and directors will assume duties Jan. 1.

A move for uniformity in freight classifications on bills of lading is likely as the result of a report by a committee of three West Coast wholesalers on a study of the variations in rates charged to them because of different freight classifications on the same type of goods. The differences amounted to as much as \$2 per 100 lbs. in some instances, it was reported. L. P. Roth headed the group that made the study, assisted by Al Reinecke and Bob Shaw.

request for deferment is the moment an employer decides that a man is essential. There is no standard form that must be used by employers. All that is necessary is a letter which includes evidence that the individual is regularly employed, that he is essential to the business and cannot be replaced, and that the business itself is essential to the defense effort.

(Continued on page 41)

UNIVERSAL COOLER SOLD TO TECUMSEH

The Universal Cooler Div. of Newport Steel Corp. has been sold to Tecumseh Products Co., of Tecumseh, Mich. for an undisclosed sum, it has been announced.

Universal Cooler will be operated as a division of Tecumseh Products, and for the present at least will continue to produce equipment under the same name and in the same range of sizes as in the past. No changes in products, sales personnel, or policies are contemplated at present, according to officials of Tecumseh Products.

H. W. Wolf, factory manager at Tecumseh, will move to Marion, Ohio, to become the plant manager at Universal Cooler. The sale was negotiated by William Mericka, president of the Cleveland investment firm of the same name. Mericka last August purchased a substantial interest in the \$25,000,000 Newport Steel Co. for a group of investors.

GET 'DO' NUMBERS, VALVE MFR. ASKS

Detroit Lubricator has asked wholesalers selling its refrigeration products to ask for DO (defense order) numbers on all purchases made through them by the armed services and government agencies, Detroit, in turn, will extend these symbols to its suppliers to replenish its raw materials stocks for use in filling normal civilian requirements.

In a letter to wholesalers, F. G. Coggin, manager of Detroit's refrigeration division, points out that the cooperation of wholesalers in securing and extending DO numbers wherever possible is important in view of the possible need, later on, of a basis for justifying procurement of necessary materials and manpower.

BRUNNER SALES ORGANIZATION HOLDS 3-DAY MEETING



Brunner Mfg. Co.'s district sales managers, home office executives, and engineering staff gather in front of the company's new engineering research and testing laboratory building at the conclusion of their recent three-day sales meeting at which 1951 products were previewed. Left to right are: W. J. Brinkerhoff, Jr., Elmo L. Burlingame, A. D. Sullivan, chief engineer; J. B. Fleming, Jr., L. A. DeMarsh, R. D. Heit-chue, S. W. Hanna, J. B. Fleming, Sr., A. L. Holdeman, T. J. Lyon, G. W. Mothews, A. W. Detwiler, H. Earl Close, advertising counsel; F. G. Slagel, J. W. Thomas, general sales manager; P. A. Lovegren, factory manager; J. P. Junkin, A. G. Zumbrun, Sr., president; E. H. Schiller, W. M. Coshin, O. R. McDonald, advertising manager; F. E. Wilson, M. Pecora, S. R. Williamson, F. M. Carryl, A. G. Zumbrun, Jr., J. R. Reid, R. C. Smith, H. S. Ormsbee, B. F. Welch, L. B. Menard, A. W. Moran, S. Benn.

BRUNNER ANNOUNCES EXPANSION PLANS

District sales managers who attended Brunner Mfg. Co.'s annual sales meeting in Utica, N. Y., recently enjoyed a three-day program highlighted by showing of new 1951 additions to the company's line, and heard president A. G. Zumbrun announce that a new plant, the company's seventh, will soon be constructed to take care of growing demand for Brunner's refrigeration, air conditioning and air compressor products.

Of the company's present total of six plants, four have been added within the last five years, Zumbrun said. The seventh plant, to be built on property now owned by the company, is expected to cost nearly a half million dollars. The additional facilities will enable the company to increase production at least 25 to 35%.

At the end of the last quarter, Zumbrun said, sales were doubled over 1949 and will more than triple those of five years back at the end of 1950. Although presently Brunner is unable to gain on back-logged business, due to materials procurement problems, satisfactory delivery schedules will continue to be held, he said.

Brunner's engineering staff and the research and testing laboratories will be housed in their new building by the end of this year,

Zumbrun said. Facilities also have been expanded at the Newark, N. J., factories, where self-contained air conditioners of from 3 to 10 hp capacity are built. Sales of these units in 1950 tripled those of 1949, Zumbrun reported, and present 1951 bookings indicate not less than a 50% production increase over this year.

With the introduction of new refrigeration condensing units, this division now offers 60 different models as against 44 models a year ago.

J. W. Thomas, Brunner general sales manager, conducted the three-day sales meeting at which a score of new refrigeration and air compressor models were exhibited, with many in actual operation.

FRIGIDAIRE HOLDS REGIONAL MEETINGS

A series of five regional field meetings, for the purpose of discussing present and future commercial refrigeration and air conditioning sales programs, was conducted by Frigidaire Division of General Motors the latter part of October and early in November.

Key sales representatives from 44 Frigidaire districts throughout the nation attended two-day business sessions in Atlanta, New York, Chicago, Kansas City and San Francisco, starting Oct. 23 and ending Nov. 7.

P. M. Bratten, general

sales manager of Frigidaire, headed a group of factory executives who participated. Others include L. A. Clark and H. F. Lehman, assistant general sales managers; W. F. Switzer, commercial sales manager, and H. M. Kelley, appliance sales manager; B. C. Wagner, manager, commercial retail sales; E. C. Lewis, ass't. manager, sales training; R. A. Blakelock, supervisor, case and fixture sales; R. A. Kramer, commercial product application.

Frigidaire regional managers also participated in their respective meetings, F. M. Davison at Atlanta; R. H. Huston at New York; H. T. Mattern at Chicago; W. G. Jennings at Kansas City, and W. I. Buchanan at San Francisco.

ESTON FIELD MEN TOP SALES QUOTAS

Eston Chemicals, Inc., has announced that nine of its 15 field representatives exceeded their sales quota for refrigerants during the first six months of the year.

The representatives who "went over the top" were: W. E. Horn, Los Angeles, Calif.; O. C. Yates, Seattle, Wash.; G. W. Wilson, Chicago, Ill.; C. R. Peterson, Boston, Mass.; A. A. Ways, Dallas, Tex.; Paul Lon-necker, Kansas City, Mo.; Hank Miller, St. Louis, Mo.; C. K. Fitzgerald, Oklahoma City, Okla.; and G. F. Harrington, Tulsa.

RIEGLER IN CONTROL OF BAL-AIR CORP.

C. L. Riegler, prominent Nashville (Tenn.) industrialist, has acquired controlling interest in Bal-Air Corp., manufacturer of air conditioners, reports Vernon Tupper, Jr., who has been associated with the company since its incorporation in 1947.

Riegler is owner of Tennessee Aircraft, Inc., and also operates Commodore Products and Nashville Fabricators, Inc., with which Bal-Air has had a manufacturing contract since July of this year.

Bal-Air was organized some five years ago, and originally was known as Air-Pak Co. The new corporate name and trade mark were adopted after it was discovered that the original name already had been claimed by a subsidiary of Cleveland Heater Co.

Riegler began acquiring stock holdings in Bal-Air shortly after Nashville Fabricators had begun its manufacturing contract with the company, and it is anticipated that eventually he and his family will own all of the stock outstanding. The company will continue to operate as a division of Nashville Fabricators, retaining its own name and identity.

Since July 1, Tupper reports, Bal-Air's output has been trebled, and dollar volume for September was greater than that for any month since the company was founded.

In addition to its standard line of packaged central station air conditioners, the company has recently introduced a room conditioner in either suspended or floor-type model, that is available in either exposed or furred-in units. The new conditioner may be had with water coils or with expansion valve coils for refrigerants.

NEW USAIR OFFICE IN SAN ANTONIO

United States Air Conditioning Corp., Minneapolis, recently announced the opening of a new sales office in San Antonio, Tex., at 516 Maverick Bldg.

The new San Antonio office will be headed by Robert Dawson.

REMA-REWA

Continued from page 39

"After a registrant is ordered for induction the local board cannot reopen his case but it can be reconsidered by the State Director of Selective Service."

No employer should make plans around an employee in the 19 to 26 age group, Col. Griffing advised.

In the annual REMA-REWA golf tournament, Tyler Riggan won low gross with 73, and H. I. Schmidt was second with 79. Winners of prizes for low net scores in the manufacturers' division were Joe O'Connor, Rudy Berg, George Vermilye, C. C. Grote, J. K. Noel, Jr., Joe Slegert, Larry Larsen, and Bob Hood. Tops in the wholesalers' division were Frank Pond, H. W. Holt, Bob Vincent, Frank Langsenkamp, C. W. Dennis, Paul Shapiro, Joe Simons, George Yeager, and Pat Ravanasi.

NEW REMA FIRMS

New members of Refrigeration Equipment Manufacturers Association include: Redmond Co., Inc., Owosso, Mich. (fractional hp motors, motor blower units); Imperial Electric Co., Akron, Ohio (electric rotors and generators); and Ready-Power Co., Detroit (engine compressor units, engine condensing units).

ASRE OFFICERS FOR 1951 NAMED

New officers of American Society of Refrigerating Engineers for 1951 are:

President, Paul B. Christensen, vice president and chief engineer, Merchants Refrigerating Co., New York City; vice presidents, Edward Simons, consulting engineer, San Francisco, and Richard C. Jordan, professor of mechanical engineering, University of Minnesota; treasurer, Donald K. Tressler, consultant on foods and refrigeration, Westport, Conn.

Council members include C. M. Ashley, chief development engineer, Carrier Corp., Syracuse; Leon Buehler Jr., chief refrigerating engineer, Creamery Package Mfg. Co., Chicago; Oliver C. Eckel, branch

manager, Mundet Cork Corp., Boston; Milton Kallscher, manager of electric appliance engineering, Westinghouse Electric Corp., Springfield, Mass.; Daniel C. McCoy, general sales dept., Frigidaire Div., Dayton; and J. R. Hornaday, chief engineer, Norge Div., Muskegon, Mich.

NEW BINKS PLANT IN LOS ANGELES

Binks Mfg. Co. has purchased a new plant at 4915 Pacific Blvd., Los Angeles. Better service to customers and allowance for future expansion are the objectives back of the move, according to Burke B. Roche, Binks president.

The plant will be operated under the direction of J. E. Roche, manager of the west coast division, covering the states of California, Oregon, Washington, Arizona, Utah, Nevada and Idaho. Cooling towers will be assembled here from parts made in Chicago, and there will be some sheet metal fabricating. Later manufacturing processes will be expanded.

The building is 80 x 140 feet on a lot 100 x 250 feet.

ACME SCHEDULES SALES MEETINGS

The first two of a series of sales conferences for representatives of Acme Industries were held recently. The initial meeting, for representatives in the north central and eastern states, was held Oct. 16 and 17 at Acme's Jackson, Mich., plant, and the second, for southern representatives, in New Orleans on Oct. 27 and 28.

The conference at Jackson consisted of a tour of the plant, viewing products and manufacturing facilities, together with a series of talks and discussions covering latest developments.

Topics discussed included field supervision, field operations, expanding markets, new products, and the company's own expansion program. Speakers, besides President Weatherwax, included Guy L. Baldwin, vice president; E. B. Dunphy, A. B. Newton, Carl Millsom, William R. Funk, J. T. Maloney, Louis Russo, Pat Whalen, Henry Smith, Louis Gerber, Duane Merrill and Morris Furnival.

JAMISON Doors

Open Wide at

to speed materials handling

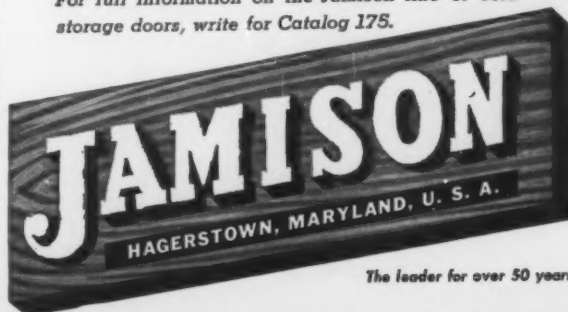


This double cold storage door with an opening 9' x 12' permits the entry of loaded fork lift trucks and the moving of equipment into the refrigerated processing space. For entry of personnel, the lower part of the right hand door can be opened without opening the rest of the door.



Whether you have unusual size requirements such as those illustrated or merely require a standard cold storage door, there is a Jamison door to fit your needs.

For full information on the Jamison line of cold storage doors, write for Catalog 175.



The leader for over 50 years

JAMISON COLD STORAGE DOOR CO. • Hagerstown, Md., U. S. A.

INDIANA RSES IN ANNUAL MEETING

More than 150 service engineers and their wives attended the annual convention of the Hoosier State Association of RSES recently in Evansville, Ind.

Speakers at the three-day meeting included H. T. McDermott, RSES international secretary; Paul B. Reed, RSES international education director; W. F. Wischmeyer, chief engineer of Sporian Valve Co.; A. A. Swift, of Handy & Harman; Paul Domke, of Mueller Brass Co.; and George Schulz, international safety director.

Fort Wayne was chosen as next state convention city. New officers for 1951 are: Otto Popp, president; M. Schwartztraub, first vice president; Harry Drake, second vice president; Wayne Coker, secretary; Walter Gilda, treasurer; Floyd Duval, sergeant-at-arms; and Gene Knepper, educational director. Charles Powell was president during 1950.

Convention committee included Charles E. Goad, general chairman; Earl

Kinsey, co-chairman; Howard White, educational; Clarence Schmitt, finance; Robert Mooney, publicity; Franc Gustafson, entertainment; Victor Taggart, exhibits.

J. F. ROCHE DIES; BINKS CHAIRMAN

J. F. Roche, chairman of the board of Binks Mfg Co., Chicago, died Oct. 15 at the age of 76 years. He had been associated with Binks since 1929, was president from 1936 to 1949, and since April of last year was board chairman.

REMA WASHINGTON BULLETIN STARTED

Refrigeration Equipment Manufacturers Association has inaugurated a "Washington Bulletin" service for its members to keep them informed on allocations, priorities, price and wage controls, tax legislation, etc. First bulletin dealt with the possible loss of manpower to the armed services. Members are asked to file the bulletins for ready reference.

MOTORS INTEREST WAGNER "GUESTS"



The display of electric motors shown here attracted wide interest on the part of visitors to the plant of Wagner Electric Corp. during the two special "visiting days" held by the company recently. More than 15,000 persons toured the plant during the two-day event.

15,000 VISIT WAGNER PLANT

More than 15,000 persons visited the plant of Wagner Electric Corp., St. Louis, on Oct. 14 and 15, in a program arranged by L. C. Dobrunz, sales promotion manager.

Plant visitors included families, friends and neighbors of Wagner employees; stockholders, suppliers and customers; and schools, clergy and officials of the city and surrounding communities. Admission was by ticket or written invitation.

General purpose of the event was to acquaint guests with the large number of electrical and automotive products that Wag-

ner manufactures and sells; to show the company's modern production equipment; and to demonstrate the contribution that the company and its 7300 employees are making to the welfare of the community.

A special exhibit of all the company's products was displayed in the plant cafeteria, and visitors were given an opportunity to inspect production and assembly lines throughout the factory.

Founded in 1899, Wagner today operates plants in St. Louis and in Edwardsville and Mt. Vernon, Ill., and branches in 31 cities. Plant facilities total 1,600,000 sq. ft. and cover 60 acres.

D-H COMPLETES REORGANIZATION PLAN

George J. Morton, president of Drayer-Hanson, Inc., Los Angeles manufacturer of air conditioning and refrigeration equipment, has announced that the company has completed its reorganization plan.

Stockholders recently approved an amendment to the company's articles of incorporation, paving the way for issuance of new common stock in lieu of the class A and common shares.

Morton, a former Indiana industrialist, recently acquired an interest in the 40 year old Drayer-Hanson concern. Previously he had operated his own plants at Fort Wayne, Ind., under the name of George J. Morton, Inc., and Morco Mfg.

Co. Since the war he has been associated with Johnston Pump Co., Vernon, and Hallett Mfg. Co., Inglewood.

Other Drayer-Hanson officers are Albert Hanson, vice president and secretary; C. T. Liske, treasurer and controller; and Katherine V. Senne, assistant secretary and assistant treasurer. Directors, besides Morton, are Frank O. Maxwell, Morris B. Pendleton, Martin J. Burke and Scott M. Hauser.

Albert Hanson, director of sales, reports that the D-H sales force has been substantially increased and that monthly sales have tripled since the first of the year.

4 REASONS WHY

... It's EASIER to sell Friedrich
... It's MORE PROFITABLE to sell Friedrich



DD6R

All-purpose, FloatingAir equipped porcelain throughout, small floor space, big operation, amazingly low priced.

AMAZINGLY LOW-PRICED

Such sure-fire exclusive merchandising features as FloatingAir and Coolite.

67 years successful manufacturing experience.

Strong advertising support.

Complete line.

A few territories now open for **TOP-NOTCH** dealers.



Ed Friedrich Sales Corporation
San Antonio, Texas, Dept. CR *Roamed Representatives Everywhere*

TRAILER SELLING . . .

Continued from page 38

count a few miles down the road.

Each trailer costs about \$575, complete with hitch, weighs about 1400 pounds, and can carry loads weighing up to a ton.

As a practitioner of one of the most unique door-to-door sales programs in the industry, Oberle now is the proprietor of a steadily growing business because:

(1) he analyzed his territory, and realized that his customers above all else wanted to actually see what they were buying;

(2) he went to the prospect, instead of expecting the prospect to come to his salesrooms;

(3) he made it so convenient, both in time and payment, that a prospect could hardly resist buying;

(4) he analyzed his cost of doing business, and found that trailers were cheaper than trucks and that even a sale which involved 300-400 miles of travel could be profitable;

(5) he saw in his trailer arrangement the most effective kind of advertising, knowing that wherever he drove his case would attract considerable local attention;

(6) he played the weather on his side, by taking his merchandise to his customers when it was too wintry for them to venture out;

(7) and lastly, he adapted his road technique to in-town business, thereby deriving the last source of benefit from a smartly conceived, intelligently applied merchandising method.

SERVICE FORMS . . .

Continued from page 29

These Call Slips are numbered in sequence with stamped numbers indicating the month and day on which they are used. When the service customer calls in, the dispatcher takes the top slip off the pile kept in a slot at the desk, and rapidly checks the date while filling in the name and address. Spaces on the slip, which is in duplicate, provide for simple check marks to give most of the information to the serviceman who will handle the job.

Entered are the installation date on the equipment, the customer's complaint, name of the equipment, whether charge, COD, warranty, or cash

and repairs recommended. As soon as this information is filled in, the dispatcher checks the work schedule for the 13 mechanics, selects one free to handle the job, and enters it on the bottom line of the slip, with the date, the time the call is received, the serviceman's name, and the "appointed time" which is the time the mechanic should reach the site.

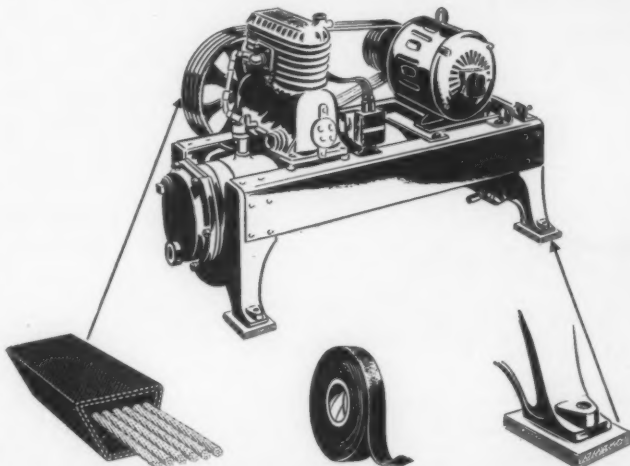
The pink slip then goes into one of 13 slots representing the 13 mechanics, to be picked up by the man to whom the call has been assigned.

Leaving the shop for the job, each

mechanic takes with him the second form, the large Service Work Order. For simplicity and accuracy, Frigid Refrigerator Service requires each mechanic to "do his own bookkeeping" right on the job on this form. Thus, the mechanic enters on the top right corner the call number from the pink slip and, most important, the "appointed time." This time notation must agree with that entered on the dispatcher's call slip. "The time must match up on both forms," Tanner explains, "both to show that the mechanic arrived at the appropriate time, and

TURN SERVICE PROBLEMS INTO PROFITS!

The Gilmer Line—turns problems into sales! Gilmer products are engineered to meet refrigeration and air-conditioning needs—it's a line you can count on for complete customer satisfaction!



GILMER LIGHT-DUTY V-BELTS

For every application

STRONG "INNARDS" of high strength rayon. TOUGH COVER—defies slip, stands up to the rub of start-stop refrigerator service. LONG-LIFE RUBBER CUSHION—provides firm base for pulling cords—especially compounded to resist heat.

GILMER TAPE

Rubber & Friction

Has high insulating and adhesive qualities. Rubber Tape fuses readily without heat, and stands up long in service. Easy to apply for tape is straight-tearing, non-raveling. Both types packaged in special "shop size" containers.

GILMER SHOCK PADS

Cut to size—2" x 2" x 3/8"

A lasting check to vibration and vibration noise. Body of springy Neoprene, faced top and bottom with heavy belting duck. Do not harden or compact. Quickly, easily installed. Sizes for all household, farm and large or small commercial equipment.

ALSO: GILMER WIRE, POWER-SUPPLY CORD SETS, HOSE, PACKING

GET THESE GILMER SALES AIDS FREE!

8-hook sturdy metal Belt rack for store, shop, or truck!

Patented Gilmer Handimeter for correct, fast belt measuring!

Gilmer V-Belt Catalog—"America's Belt Bible"!

Practical Gilmer Inventory Card to save stock-keeping work!

Window Display Card that tells customers to

Buy it here—now!

ORDER FROM YOUR GILMER DISTRIBUTOR

L. H. GILMER COMPANY, Tacony, Philadelphia 35, Pa.

Division of United States Rubber Company



Accurate control and operation of heating and air conditioning installations are both essential in the attainment of peak efficiency in industrial operations. Be sure of these facts with Bendix-Friez precision instruments built to the most exacting standards by the foremost makers of weather instruments.



BENDIX-FRIEZ
Model 185
Precision Humidity and Temperature Indicator

Hand-operated and calibrated to professional standards of accuracy by the maker of the world's finest weather instruments. Handsome, modern case—4" high, 5½" wide, 1½" deep.



BENDIX-FRIEZ
Model HA/2
Hand Aspirated Psychrometer
Accurate readings obtainable without special skill. Psychrometric readings can be taken at any point desired however inaccessible.



BENDIX-FRIEZ
Model 160
Portable Humidity and Temperature Recorder
3" x 5" charts, 10 or 30 hour records. Modern design . . . handy for small space and difficult locations . . . built to meet unusual conditions

WRITE:
FRIEZ INSTRUMENT DIVISION of
1424 Taylor Avenue
Baltimore 4, Maryland
Export Sales: Bendix International Division
72 Fifth Avenue, New York 11, N. Y.

to serve as the starting point for his pay on the job. We've found that this insistence has given us a reputation for swiftness and promptness in meeting our service schedule."

The Service Work Order then serves as a record of the repairs as performed. The top section is used to record all new parts issued, used parts returned, part number, sale price and cost. These entries are made as the parts are used or handled on the job.

Total material, sales tax and labor is entered in the center right box with the date. In the center left are spaces for the user's name, address, billing address, customer's report, and recommendations to the user made by the serviceman.

Customer Signs Order

Simple check marks identify whether the job is C.O.D., charge, or under warranty, and also indicate the type of job it is.

On another line are entered the facts on the equipment's make, serial number, etc. "Work authorized by user" at the bottom is filled out before beginning actual repairs, and both customer and the mechanic sign the bottom of the sheet to testify that only the work ordered was carried out.

Check Time Figures

The Work Order is in triplicate, with the third pink copy added for the benefit of the customer who wants to keep a record of the job for his own operating expense books. This is detached and handed over if the customer asks for it; otherwise discarded, or used on C.O.D.'s when these occur. The original sheet is kept for billing purposes, and moves directly to the billing office when the entire form is turned in at headquarters.

When the mechanic returns to the office, he attaches the original Call Slip which alerted him for the work to the top right corner of the Work Order, and turns both in to the dispatcher. The latter checks to see that the time figures on both agree, and then routes the white original Work Order to the billing office, and the yellow second sheet to a file in which it is filed with the duplicate of the Call Slip by call number and by month.

Meanwhile, the mechanic extracts

from both forms the total time on the job, which he enters on a third form, the Hours Labor form. This is divided into columns providing space for the customer's name, type of equipment, installation labor, shop labor, travel time, and a notation as to whether the job is on warranty, a charge, or C.O.D.

An Hours Labor sheet is turned in each evening by each of the 13

BELIEVE it or not . . . the "North Pole" is refrigerated—mechanically.

We refer to the "north pole" in Santa's Workshop, the toy village at the foot of Whiteface Mountain, near Saranac Lake, N. Y. The refrigeration contractor who handled this interesting and unusual refrigeration application was Cliff Vandenburg, of Saranac Lake.

Cliff was asked to build and refrigerate the pole, which was to be about 6 feet high and located in the center of the toy village, exposed to the full rays of the sun. A requirement was that the pole be covered with ice and frost at all times.

Here's how Cliff did it. He took a 6-foot length of 8-inch pipe, put a length of 6-inch pipe inside, and welded rings top and bottom. He maintained the refrigerant level about 6 to 8 inches down from the top, with an expansion valve.

The suction line is taken off the top and passes down through the middle of the pole. Liquid and suction lines run underground to a 2 hp Brunner machine about 200 feet away. Pressure control is set to cut out at 2 pounds and in at 7 pounds.

The job has performed satisfactorily, Cliff says. The ice never melted, even on the hottest days—although Cliff admits there were days when the machine didn't shut off.

We're indebted to Doug Marshall of R. D. Marshall & Co., Inc., Albany, N. Y. parts wholesaler, for this interesting bit of news.

mechanics, and is double checked against the work tickets to see that the time on the job agrees in each instance. Each man receives \$2.90 per hour plus 40c per hour for his automobile; and it requires careful balancing to insure that paid-out man hours and revenue hours balance exactly on the form, according to Tanner.

Where big jobs are concerned, with many extra parts required, Frigid Service has provided for the extra listings with a Service Material Requisition slip. This provides plenty

of space for almost any entries and is stapled to the Service Work Order when the mechanic checks out his parts.

Along with these separate job records, Frigid maintains a complete card file which covers every customer ever served. When the dispatcher takes the original call, he checks swiftly through the card file to determine whether a permanent record card is held on the equipment owner. If not, "NC" is written after "Zone" on the pink Call Slip, which instructs the billing office to make up a file card.

These cards are in various colors, representing different makes of refrigeration equipment, and provide space for inclusion of full details on address, type of equipment, serial numbers, installation date, motor details, etc. All of this information is taken off the Work Order made out on the job by the mechanic. At the bottom are a series of columns for entering each service call as it is received to form a "case history" of service on that equipment.

Errors Show Up Quickly

These cards are maintained permanently in a metal card file, while the yellow second sheets from the Service Work Order are kept in an "active file" for one month following the repair work, then dropped to a "dead file." The one month period is adequate for reference on complaints or any adjustment callbacks which may be required, according to Tanner.

Chief advantages of the system, Tanner indicates, are the fact that mechanics themselves supply most of the details through filling out the large Service Work Order, the matching up of scheduled times and work hours with both Call Sheet and Hours Labor sheet, and the wealth of information which the three forms stapled together represent.

Any discrepancy in times shown, overfrequency of repair calls, the need for new equipment, and other important factors, all show up swiftly in the system, and the double record use of the yellow Service Work Order plus the permanent file card protects Frigid Refrigerator Service Corp. against unfair adjustment or repair claims past the period of guarantee.

**BUY FROM YOUR
REFRIGERATION WHOLESALER**

MODERNIZED STORE HAS COOLING PLANT

A recent top-to-bottom modernization of the Bond Clothing Store of Washington, D. C. includes a complete, up-to-date air conditioning system installed by Griffith-Consumers Co. to provide the store's customers with shopping comfort.

Included in the new air conditioning system are two 45-ton Marlo spray-type dehumidifier air conditioning units complete with direct expansion coils, and 12 Marlo hot water heating coils.

ORREN TO SUPERVISE COOLERATOR SERVICE

E. S. Orren has been appointed supervisor of Coolerator field service engineers, it was announced by John E. Unger, Coolerator service manager. He has been associated with the Coolerator Co. since 1932.

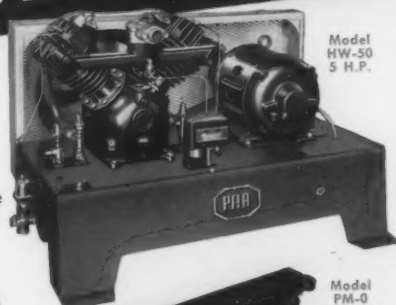
MOVES OFFICE SITE

Raybestos-Manhattan, Inc., has announced the removal of its New Orleans office and warehouse from 1009 Camp St. to 920 Calliope St.

PAR and PARMETIC...

**TWO GREAT NAMES with a Single
Purpose... The BEST in Refrigeration!**

Shop from coast-to-coast—and you'll find PAR and PARMetic lines preferred for a variety of reasons. They're top quality at competitive prices; they give quiet, rugged performance under exacting conditions; they require a minimum of maintenance; they're attractive to look at; they're field serviceable; and each line comes in a range of sizes that gives a "tailor-made" unit for commercial or home refrigeration problems. When you buy or specify, make it PAR or PARMetic. Dollar for dollar, it's your best refrigeration buy.



Model
HW-50
5 H.P.



Model
PM-0
1/8 H.P.

BY COMPARISON — YOU'LL BUY PAR and PARMetic



PAR AIR
COMPRESSORS



PAR
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COMPRESSORS



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MACHINES



PAR COMPRESSOR DIVISION
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The RIGHT Capacitor for the RIGHT Job!

• Don't fuss or fumble! It costs you time and money if you don't know what replacement you need for that defective motor-starting capacitor.

With Aerovox up-to-date listings you immediately spot the right capacitor. And if motor can't be identified, there's the Aerovox Capacitor Selector to determine required capacitance. Jiffy-selected Aerovox replacements mean less time for more jobs and greatest profits.

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USEFUL

BULLETINS • BOOKLETS • CATALOGS

The publications listed below are available to readers without charge. Simply list on the postcard in this issue the key numbers of the items you wish to receive. Your requests will be forwarded directly to the companies concerned.

L-1—Beverage Cooler . . . A new merchandising plan for distributors of the "Bevador" bottle cooler is outlined in this 6-page, 2-color brochure. The company's sales policy and promotional program is completely presented as well as information on the product itself and the plant in which it is manufactured. Available from Jewett Refrigerator Co.

L-2—Regulators . . . Useful information on temperature regulators, pressure regulators, and desuperheaters is contained in this new 4-page folder. A complete explanation of the principles of pilot-operated regulating valves also is included, in addition to data on and illustrations of some 27 typical pilots. Available from Spence Engineering Co.

L-3—Fittings . . . Bulletin No. 50-CF gives full engineering and price data on the complete line of BMP compression tube fittings. Half-tone illustrations of each fitting are included. Available from Mad-den Brass Products Co.

L-4—Ammonia Thermobank . . . This 6-page bulletin (No. TA187) completely describes the "Thermobank" for ammonia, a completely automatic (self-defrosting) system for freezing temperatures. The informative text outlines the advantages of this system, describes how it works, and tells how to select the proper system for any particular application. Schematic drawings diagram the system's operation and performance data is presented in tabular form. Available from Kramer Trenton Co.

L-5—Expansion Valve . . . A 4-page folder describing and illustrating the AP Model 204C automatic expansion valve. Tells how servicemen can save time by installing this valve and pictures the ease with which it can be adjusted. Available from Automatic Products Co.

L-6—Gauges . . . A specification sheet and price list covering the "Ashcroft" line of time-saving gauges for refrigeration servicemen, and detailing the merits of "American" pocket test thermometers. Both lines of products are fully illustrated. Available from Manning, Maxwell & Moore, Inc.

L-7—Pressure Regulator . . . A new bulletin (No. 102) covering the Squires Class "H" pressure regulator and pump governor for steam, air, or water. An in-

stallation diagram is provided and prices and dimensions are listed. Available from C. E. Squires Co.

L-8—Cooling Towers . . . A pair of bulletins (Nos. 1.19.091 and 1.19.092) presenting a general resume of the Pritchard line of specialized products for process industries, including cooling towers, heat exchangers, dehydrating units, fan drives, and nozzles. Available from J. F. Pritchard & Co.

L-9—Smokehouses . . . For the man who handles locker plant installations here is an informative 16-page booklet on recommended smokehouse procedure. Diagrams of smokehouse installations are included, along with illustrations and descriptions of a complete line of products for smokehouse use. Available from Koch Supplies.

L-10—Finned Tube Application . . . Data Sheet 651-D is a thorough treatise on the application of "Trufin" tubing in Freon-12 water-cooled condensers. It is intended for use in calculating the number of lineal feet of finned tube required in shell and tube condensers. An actual example is given to illustrate the procedure. Available from Wolverine Tube Div.

L-11—Industrial Cooling . . . A promotional brochure delineating a wide range of industrial applications of refrigeration and air conditioning equipment for both comfort cooling and process cooling. If you think you have covered all possible industrial cooling applications in your territory, this folder may give you a few fresh ideas. Available from Frigidaire Div.

L-12—Fasteners . . . A fully illustrated 6-page brochure describing a complete line of fastening specialties designed for both metal-to-metal and metal-to-wood applications. Includes blind rivets, anchor nuts, screw fasteners, adjustable pawl fasteners, and door retaining springs. Available from South Chester Corp.

L-13—Flexible Metal Hose . . . Catalog 500 on flexible metal hose, issued by Atlantic Metal Hose Co., Inc. Covers flexible metal interlocking high pressure hose, air jacketed hose, conveyor hose, seamless high pressure hose, exhaust hose, etc. Includes test table for bronze and steel hose, data on bending diameters, hydrostatic bursting pressures, installation diagrams.

IT'S BUILT RIGHT TO SELL RIGHT!

New **Kelvinator**

12 cubic foot FROZEN FOOD MERCHANDISER!



- Perfect Team-Mate for Kelvinator's "6"!
- Holds More Than 400 Average-sized Frozen Food Packages!
- Illuminated Superstructure brilliantly displays signs or packages!

HERE IT IS — the ideal companion for Kelvinator's highly popular KM-6 . . . and it's a sparkling, spacious "12"! Its cost is low. It's designed to sell more frozen foods. It provides maximum capacity in minimum floor space. Its open top provides maximum display. Its 3 refrigerated dividers provide safe, sure, positive food protection. Its beautiful, illuminated superstructure is designed to attract sales as well as light up the cabinet interior. It's a cabinet that will help your customers do a greater, more profitable volume in frozen foods. Best of all—it's your chance to get your share of the growing frozen food cabinet market.

Act now—just call your Kelvinator distributor. Ask, too, about Kelvinator's KM-6 Merchandiser shown at left. It's a "Juice Center", a "Packaged Foods Center", a "Spot Special"! Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

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Kelvinator

THE NAME THAT SELLS...THE NAME THAT SATISFIES!



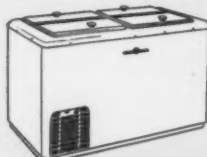
KELVINATOR
AIR DRIER



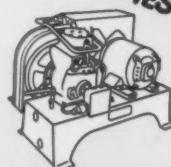
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BEVERAGE COOLER



KELVINATOR
WATER COOLERS



KELVINATOR
ICE CREAM CABINETS



KELVINATOR
CONDENSING UNITS

NEW

PRODUCTS

For further information on any of these products, simply list on the postcard provided in this issue the key numbers of the items in which you are interested. Your requests will be forwarded directly to the companies concerned.

Self-Serve Case • • • • PL-1

Product: Open-type self-serve produce display case.

Manufacturer: Super-Cold Corp., Los Angeles, Calif.

Features: New case, called the "Sales Magnet," can be converted to storage cooler at night by means of



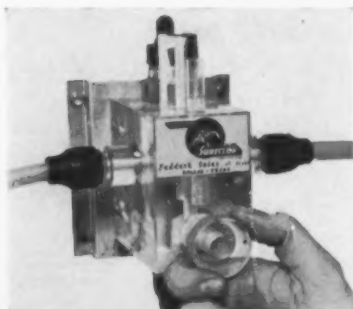
insulated fabric cover that snaps on. Produce displays can be built at closing time and kept in prime condition for next day's trade. Case has mass display mirror back, hidden fluorescent lighting, can be installed in-line without removing ends of case. Refrigeration system said to furnish high humidity, low temperature to keep produce fresh longer with less loss from trimming.

Water Purifier • • • • PL-2

Product: "Sureclor" chemical feeder for eliminating destructive algae and slime in cooling towers.

Manufacturer: Paddock Engineering Co. of Texas, Dallas, Tex.

Features: This new chlorinator is



water energized and operates on high vacuum principle. No moving parts. Positive control. Fabricated from transparent plastics, so operation is visible at all times. Manual setting governs amount of additive chemical introduced. Part of water from main supply line is diverted into unit by creating a 50% difference in pressure. Water passes through restrictive opening from high-pressure side to low-pressure side, thus creating a vacuum which draws additive chlorine solution into the feeding unit to mix with diverted water.

Milk Cooler • • • • PL-3

Product: "Front-Dor" front-opening electric milk cooler.

Manufacturer: Westinghouse Electric Corp., Springfield, Mass.



Features: Provides baseboard-level storage with front opening doors, eliminating need for lifting cans to cabinet top. Available in 4, 6, and 8-can sizes, all equipped with drop-in hermetic refrigeration system. Water spray system cascades 25 gallons of chilled water per minute over cans, dropping milk temperature to below 50 F in 60 minutes and to below 45 F in 90 minutes. Automatically controlled spray cycle consists of initial 1½-hour period followed at 2½-hour intervals by 10-minute spray periods. Drop-in water pump easily

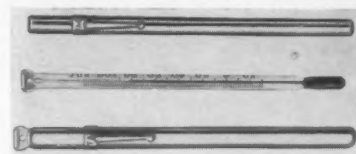
removed without disturbing water troughs. Sanitary and easy to clean. Cooling coils suspended from can racks to facilitate floor cleaning. Between milkings builds solid slab of ice weighing approximately 25 pounds per can for chilling recirculating water.

Thermometer • • • • PL-4

Product: "Thermicator" pocket-type thermometer for use with or without case.

Manufacturer: Tagliabue Instruments Div., Weston Electrical Instrument Corp., Newark, N.J.

Features: Convenience is outstanding feature. Can be used either



armored or plain for temperatures between -30 and 120 F. Etched stem glass with lightweight non-corroding protective case provided with pocket clip. Open at both ends, case has no separable cap to unscrew. Instead, the unusual pinch top of the thermometer protrudes slightly from the case. Thermometer is held in place by spring pressure. Can be suspended from cord through eye and immersed in test medium like armored thermometer. Six inches long.

Safety Head Control • • • PL-5

Product: Safety head control for vertical ammonia compressors.

Manufacturer: Safety Head Control Co., Chicago.

Features: Safety head control is designed to be applied to any vertical



ammonia compressor; said to be only control that electrically cuts off power to compressor when an emergency occurs within the machine from broken suction valve cage screw, broken valve, slug of liquid or loose connecting rod, as no compressor destroys itself without first raising its own safety head. Device picks up this movement and eliminates hazard of blowing out the head, eliminates shut-down time and saves equipment from destruction, manufacturer claims. Detailed information available on request.

Storage Freezer • • • • PL-6

Product: Super market storage freezer.

Manufacturer: Federal Refrigerator Mfg. Co., Waukesha, Wis.

Features: Designed for storage of reserve stocks of packaged frozen foods in any type of store to minimize or eliminate warehousing problems of retail outlet. The 1/2-hp remote controlled unit is economical to operate, and cabinet design saves loading time. Capacity of 27 cu. ft.



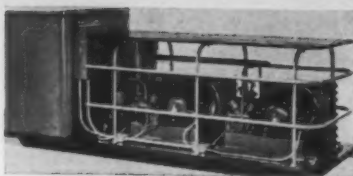
(850 pounds) of standard packages. Shelves are standard freezer plates. Entire back wall is banked with freezer plates. Fibre glass insulation in all-steel construction. Suitable for ice cream storage, the top compartment has an extra refrigerated shelf. Occupies minimum floor space, measuring only 38 inches wide, 26 inches deep, and 92 inches high. Front opening doors with inner vestibule doors for reach-in convenience. Heavy galvanized lining. Exterior finished in dark gray enamel with flush type hardware.

Sub-Zero Unit • • • • PL-7

Product: Industrial chilling unit (Model R-120) designed for heavy duty at -120 F.

Manufacturer: Sub-Zero Products Div., Deepfreeze Distributing Corp., Cincinnati, Ohio.

Features: Conforms with new government low temperature test requirements. Insulated with 4 inches of Santocel. 10-cu. ft. chamber is chilled by two refrigeration units in cascade relationship. Over 22 sq. ft. of freezing surface. Temperature control adjustable from zero to -120



F. Thermal capacity is 2000 Btu per hour at all temperatures when work is immersed in a convection fluid in chilling chamber. Body is of automobile fender steel; interior wall is 1/4-inch steel. Shipping weight 1500 pounds.



No better Protection against Moisture

DAVISON

PA 100*

REFRIGERATION GRADE SILICA GEL

● Try other drying agents if you like. You'll find none can do the job of policing moisture as well as PA-100. For exhaustive tests prove it can dry refrigerants to moisture levels that cannot be reached by other refrigerant drying agents. That's real protection! One of the many reasons PA-100 is preferred.

Others are: Safer protection, as PA-100 cannot cause corrosion, actually helps pre-

vent it by removing corrosive compounds from the system. It can be left in the system indefinitely without caking, dusting, deliquescing or channeling refrigerants.

Give the systems you service the best protection possible. Order Davison PA-100 Refrigeration Grade Silica Gel from your jobber. He has it in either cartridge or bulk can form.

*T.M. Reg. App. For

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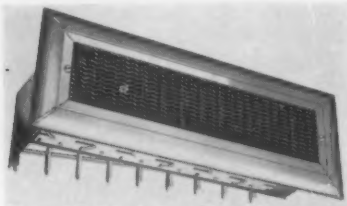
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CANADIAN EXCLUSIVE AGENTS FOR DAVISON SILICA GEL:
CANADIAN INDUSTRIES LIMITED, SALES DIVISION, CHEMICALS DEPT.

3-Way Grille • • • • • PL-8

Product: Model MA grille, combining grille, volume control, and deflecting vane.

Manufacturer: Barber-Colman Co., Rockford, Ill.

Features: By combining grille, volume control and deflecting vane all in one unit, this new grille reduces



sheet metal erection and fabrication costs by eliminating need for duct take-offs. Installation costs also are reduced. Engineered air deflecting vanes produce uniform flow across grille face and minimize duct turbulence and turning losses. For ease in system balance, volume control adjuster is accessible from grille face, yet is hidden and tamper-proof. Supply air deflection can be conveniently adjusted vertically or horizontally after installation. Diffusing lugs on grille fins promote thorough mixing of room and supply air for elimination of drafts and rapid temperature equalization.

Tube Staples • • • • • PL-9

Product: "Tube-Tite" staples designed to fasten copper and brass tubing to walls, joists, or other surfaces.

Manufacturer: E. H. Titchener & Co., Binghamton, N. Y.

Features: Made from pure copper, with a steel core for strength, in three sizes to fit $\frac{3}{8}$, $\frac{1}{2}$, and $\frac{3}{4}$ -inch nominal tubing (actual o.d. $\frac{1}{2}$, $\frac{5}{8}$, and $\frac{7}{8}$ -inch). For the first two sizes a flat top staple made from flat stock has been designed. For the largest size a round wire staple with a round top is used. Solid copper surface insures against any galvanic action between staple and the copper or brass tubing. Packaged in cartons of 100 or 500 pieces.

Defrost Control • • • • • PL-10

Product: Improved 1951 model "De-Frost Automatic" refrigerator defroster unit.

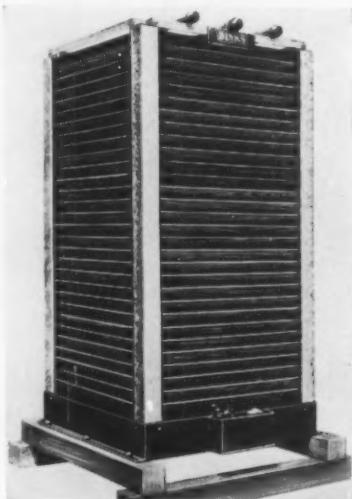
Manufacturer: Automatic Controls Corp., Ann Arbor, Mich.

Features: "Skip defrost" adjustment provides for elimination of defrost period when ice cream or similar foods are in the refrigerator, to keep them from melting during time unit is defrosting. When dial is set at "0" position, defrosting is discontinued until dial is returned to normal cycle. Wide selection of 1 to 10 hours defrosting time make unit applicable to a wide variety of refrigerators, regardless of age and condition. Regardless of length of defrost period, it always ends at 7 a.m., making it convenient for refrigerator to be wiped dry before starting to freeze up again.

Cooling Tower • • • • • PL-11

Product: Small capacity Type H cooling tower.

Manufacturer: Binks Mfg. Co., Chicago, Ill.



Features: Atmospheric spray tower for use with small packaged water cooled air conditioning and refrigeration condensing units and related applications. Mass produced in 10 frame sizes with refrigeration loads ranging from 5 to 35 tons. Pan is made with external bolting flanges for convenient anchoring of tower. Assembly is simplified. Newly designed corner posts bolt easily to pan sides. Slip-fit louvers (either redwood or galvanized steel as desired) slide into place through machine-slotted corner posts. Float box is integral part of basin and is externally mounted for easy access to control valve.

Charging Lines • • • • • PL-12

Product: New refrigerant charging lines with "Kwik-Kuplers" at each end.

Manufacturer: Imperial Brass Mfg. Co., Chicago, Ill.

Features: Makes possible quick, finger-tight connections. Nuts are specially extruded with wide-spaced corrugations for easy finger grip. Seal gasket cannot be blown or dropped out accidentally, yet is readily replaceable. High quality is non-collapsible and impervious to common refrigerants. Has special composition core, covered with four-ply woven fabric, with an outer covering of neoprene. Lines show unusually high resistance to hydrostatic pressure and are extremely flexible. Available in lengths of 24, 30, 36".

Double-Duty Case • • • • • PL-13

Product: "Sterling Profit-Maker" open self service display case available in two sizes—5-foot Model D502SC and 7-foot Model D702SC.

Manufacturer: Minneapolis Show Case and Fixture Co., New Richmond, Wis.

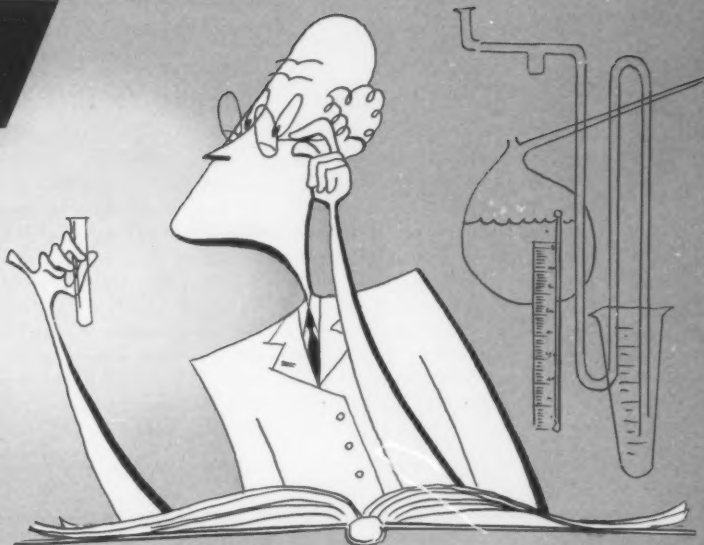
Features: Porcelain inside and out with a wide Thermopane display front, mirrored super-structure, and fluorescent illumination. Provides roomy, attractive, self-service display and the double-duty feature offers plenty of extra storage space. Ideal for small store or big store alike and can be used as either a wall or island display. Equipped with a specially designed coiling system that assures even distribution of proper tempera-



tures with a minimum of operating time on the unit. Both models are self-contained and equipped with temperature controls and pullout units. A $\frac{1}{2}$ -hp condensing unit is used on the Model D502SC and a $\frac{1}{2}$ -hp unit is standard on the Model D702SC.

SILVALOY

SILVALOY TECHNICIANS REPRESENT
THE "TOP BRAZING BRAINS" IN THE COUNTRY.
EACH MAN IS A QUALIFIED AUTHORITY ON PRACTICAL
BRAZING PROCEDURES. THIS SILVALOY STAFF IS AT
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Silvaloy Silver Brazing Alloys and APW Fluxes are products of outstanding metallurgical research and experience. They are made by the world's largest refiners of precious metals... your assurance of a dependable source of supply for "the finest brazing alloys made."

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Complete stocks of all Silvaloy Silver Brazing Alloys and APW Fluxes are maintained by our distributors for "fast delivery." Call them for prompt, intelligent service. ★ ★ ★

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THE AMERICAN PLATINUM WORKS

231 NEW JERSEY RAILROAD AVENUE, NEWARK 5, NEW JERSEY



Soldering Doesn't Cost Me A Cent



"Prest-O-Lite" 5-in-1 Outfit . . . \$22.50

Since I Changed to This Outfit

Here's the way I figure it. I used to pump, prime, and generate before I could start work. Now I just turn a valve and flick a lighter. I get full heat instantly and save 5 to 10 minutes every time I light up. That's worth money . . . enough to work my new "Prest-O-Lite" Outfit for 54 minutes on an average job! By the end of a day, time saved this way has paid for all the "Prest-O-Lite" Acetylene I've burned.

What's more, my 5-in-1 Outfit handles easily and always gives me the exact flame and heat I want. So jobs go faster, too. I figure this extra time saved pays for my solder and flux. This way, soldering doesn't cost me a cent!

Ask your Jobber or write for more details. The Linde Air Products Company, 30 East 42nd Street, New York 17, N. Y. In Canada: Dominion Oxygen Company, Limited, Toronto.

"Prest-O-Lite" is a registered trade-mark of a Unit of Union Carbide and Carbon Corporation.

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Get a complete line . . . get Lipman . . . includes water, air, and combination Refrigeration Units . . . PLUS the finest Air Conditioning Equipment! Lipman gives you a full sales kit . . . products to meet every sale! Mail coupon today!

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Yates American Machine Co.
Beloit, Wisconsin

Gentlemen: I am interested in making money selling ☐ Air Conditioning. ☐ Refrigeration . . . the Easy Lipman way. Send details.

Company Name _____

Address _____

City _____ State _____

Individual Name _____

Title _____

Write for
MERCHANDISING
Plan!

BRANCH OFFICES

Chicago, Illinois
Memphis, Tennessee
High Point, North Carolina
Portland, Oregon

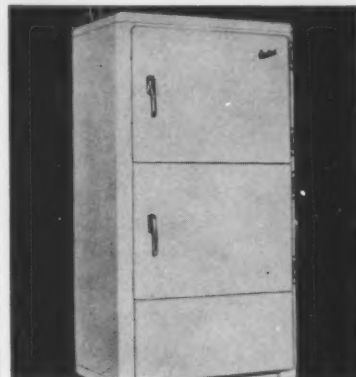
The units on both models are covered by a five year warranty.

Upright Freezer • • • PL-14

Product: 15 cu. ft. upright freezer.

Manufacturer: United Refrigerator Co., Hudson, Wis.

Features: Dual doors minimize cold loss. Two separate food compartments permit maximum flexibility in storage. 1/4-hp hermetic unit. Cabinet is of auto-body steel with



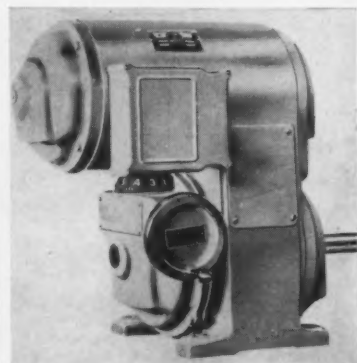
welded construction, bonderized and finished with white Dulux enamel. Interior is zinc-coated steel finished in the new white Du Pont "food compartment finish." Low density fibrous glass insulation. Stands 68 3/4" high, 35 3/4" wide, 28 3/8" deep.

Power Drives • • • • PL-15

Product: "Speed-Trol" electric power drives in single phase capacitor type design.

Manufacturer: Sterling Electric Motors, Inc., Los Angeles.

Features: Available in ratings from 1/2 to 3 hp. Provide infinite speed variation in practically any



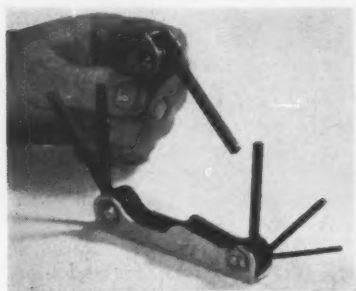
given range. Make possible 2:1, 3:1, or 4:1 speed variations with 18 different maximum speeds from 2000 rpm down to 52 rpm. Due to positive adjustment any selected speed is steady and will not vary under fluctuating load conditions. Fingertip speed control, one-piece cast iron drip-proof frame, standard NEMA mounting dimensions. Starting relay eliminates necessity of centrifugal switches.

5-in-1 Tool • • • • • PL-16

Product: Single tool (known as "Smitty") that fits all popular size socket screws and bolts.

Manufacturer: H. D. Hunter Co., Los Angeles, Calif.

Features: Cleverly-built hand tool has five of the most popular standard-size socket head wrenches so ar-



anged that they fold knife-like into a single sturdy handle. Small enough to fit conveniently into a pocket, its design permits greater leverage than ordinary wrenches. Wrenches are made of high quality tempered steel and can be ground down when ends become worn. Individual wrenches can be quickly and easily replaced by removing end bolt and inserting new wrench of same size.

Self-Bonding Tape • • PL-17

Product: Self-bonding tape which welds itself into a continuous elastic skin within a few minutes after application.

Manufacturer: Bishop Mfg. Corp., New York City.

Features: Layers of this new insulating and splicing tape, which is based on Bakelite polyethylene resins, weld themselves into a solid homogeneous mass within a few minutes after tape has been applied. Plastic base keeps tape flexible despite severe weather conditions. Tape is unaffected by temperatures ranging from 120 to -30 F. Tape forms positive, perma-



nent, moisture and air tight seal without added adhesive. Unaffected by fumes, sunlight, or oxygen. Almost impossible to unwrap or delaminate.

PARKER ADDS ACCOUNTS

The Joe E. Parker Co., manufacturers' representative with headquarters in Atlanta, has been appointed representative for Heat-X-Changer Co. and for Doyle & Roth in the southeastern territory. Joe E. Parker and Charles W. Hanson cover the area.

REFRIGERATOR HARDWARE

by NATIONAL LOCK

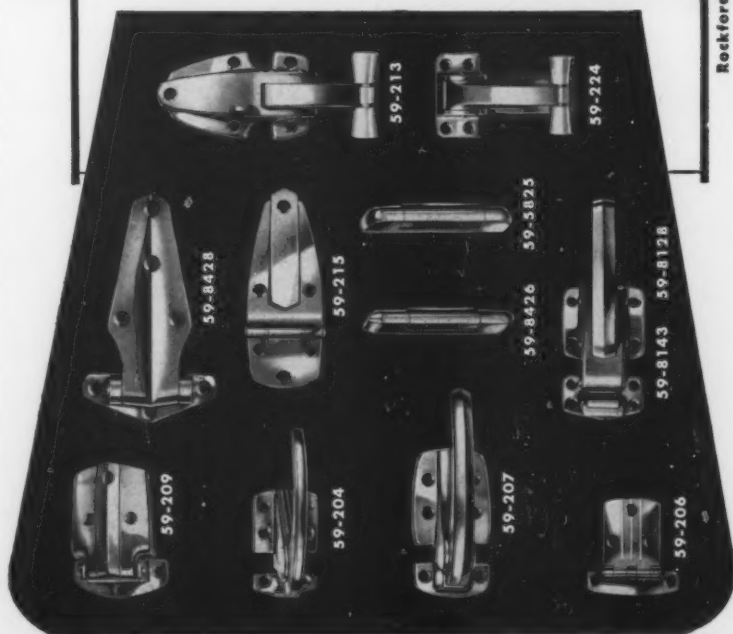
Smartly styled for application on all these refrigeration units

Back Bars • Milk Coolers • Florist Boxes • Low Temperature Horizontal or Vertical Cabinets • Display Cases • Reach-In Cabinets • Coin-Operated Refrigerated Dispensing Machines • Draft Beer Equipment • Bottled Beverage Coolers • Many Other Types of Refrigerating Equipment

Ask Your Jobber for Information and Prices

NATIONAL LOCK COMPANY

Rockford, Illinois • Refrigerator Hardware Division



The World's Most Efficient

CONCRETE DRILL



THE TILDEN ROTARY KONKRETE KØRE DRILL

gives lowest cost per foot of concrete drilled because it:

- Drills at 2 to 6 inches per minute
- Drills reinforcing bars and beams in concrete
- Drills up to 30 feet of concrete without resharpening
- Gives straight, clean holes for anchors, conduit, etc.
- Uses ordinary electric drill

Quiet cutting action gives minimum disturbance of surrounding activities.

U.M. Pat. No. 2506474

Tilden drill bits are available in standard sizes of from 1/4" to 4" diameters. Quotations on larger sizes on request.

Write today for catalog

with complete details on these revolutionary concrete drill bits.

TILDEN TOOL MANUFACTURING COMPANY
1095 N.W. Fair Oaks, Pasadena 3, California

SPRAY NOZZLES

Delavan offers a complete engineering and laboratory service for all volume users of spray nozzles. Let us help you select the correct nozzle for your particular application. You'll save money and get better performance with Delavan nozzles designed for YOUR job.



WRITE NOW FOR
CATALOG NO. 30

DELAVAN
MANUFACTURING CO.

3009 SIXTH AVENUE
DES MOINES 13, IOWA

SALES RECORDS . . .

Continued from page 25

from any stationery store. Exact duplicates of the illustrated forms can be made at small cost by a local letter or mimeograph shop.

For an illustration of how the system works in actual practice, consider again the case of Mr. Average Dealer. With his new sales management record system in operation, Mr. Dealer keeps careful track of the basic inventory and sales records which feed a constant flow of authentic information to his management guides.

Each time stock is withdrawn from the reserve, he sees that entries are made on *Inventory Control* cards for

SOME 1200 used refrigerators obtained in the United States are being completely overhauled by an enterprising firm in Haifa, Israel, for resale to colonists of the new Jewish homeland. Kestenbaum Mfg. Co., which is undertaking this vast reconditioning job, eventually plans to manufacture refrigeration units of its own in Israel.

the department and the item. If the withdrawal lowers the reserve below the "normal" inventory needed to maintain size and model selections during the turnover period, that fact is noted in the "open to buy" column of his *Monthly Sales and Planning Guide*.

The sales reports which are turned in at closing time by each of his three salesmen are checked day by day for a quick notation of trends. Then on the thirtieth of each month, Mr. Dealer takes a half-hour off and makes up the records upon which his highly successful sales plans are based.

From the inventory cards for each department, he transfers pertinent facts to the main guide cards. He then fills in the still-blank columns with the totals from his *Daily Sales Reports*.

If the record shows that quantities are low enough so that one line is "open to buy," Mr. Dealer makes out an order immediately. But if the beginning and ending inventories are pretty much the same, and the inventory cards show that there have been no purchases during the month, he knows that here is a line to watch.

It may be that seasonal factors are responsible for the slow movement. Or it may be that customer habits

Make your operation more efficient...more economical...more profitable with

TECHNIFLEX

REFRIGERATOR DOOR GASKETS

the most complete line of
replacements
gaskets

A door gasket for almost every household refrigerator. Made of natural rubber to meet the most rigid specifications of nationally known appliance manufacturers. Non-staining, odorless, non toxic, oil resistant, weather and tear resistant for long life.

Discuss your refrigerator replacement problems with us. Let us show you why "quality and Techniflex" mean the same thing. When your profits depend on quality...it pays to depend on Techniflex.

ask for co-color
illustrated catalog

TECHNIFLEX



TECHNIFLEX DOOR GASKET NOTCHERS

Take the doorwork out of gasket installations. Lightweight. Easily operated. Tempered steel blades are easily replaced. Two styles for cutting 90° and radius corners.

DEPT. 62, PORT JERVIS, N. Y.

have changed. Should mark-downs be taken now to avoid bigger losses later? Or will the slow stock sell of its own accord over a long period? Is it a line that should henceforth be carried in smaller quantities? Is the fault merely in a lack of promotional effort? Study of the *Sales and Planning Guides* for several past months gives Mr. Dealer an answer to each of these questions, so that the right action can be taken without delay.

On the other hand, if the *Monthly Guide* shows that one line has been moving as if powered by jet propulsion, Mr. Dealer makes a note to give it heavier promotion.

The three salesmen who work for Mr. Dealer are good, experienced men and know their business. But occasionally, Mr. Dealer notices that a salesman is bending all of his efforts toward getting sales of an easy-to-move line, and forgetting the merchandise that takes greater salesmanship.

The *Salesman's Activities* reports flash a warning when something like this begins to happen, and Mr. Dealer is able to single out the responsible party immediately. A quiet suggestion in private usually is all it takes to steer the employee's efforts where Mr. Dealer wants them to go.

Although highly effective, a sales management system like this is not at all complicated. The cards can be kept in any ordinary card file, visible index file, or even in a shoe box. The slight trouble of keeping the records more than pays off in lessened losses and bigger profit opportunities.

WHICH COMES FIRST . . .

Continued from page 31

year when he distributed a calendar carrying nothing more than a picture of a pretty girl above the company's name. A spot check revealed that the prospects who received this calendar thought only of the girl—not of the contractor. So next year he put out a similar calendar, except that this time the pretty girl was perched upon a gleaming white display case. "It may be corny," he reasons, "but it's catchy. And after all that's the whole purpose of the idea, anyway."

A dealer in a small Ohio town makes good use of imprinted advertising novelties such as key holders and books of paper matches. Every

new refrigerator customer is presented with a small glass-enclosed thermometer imprinted with proper food storage temperatures. These thermometers too, of course, bear the dealer's name, address, and phone number.

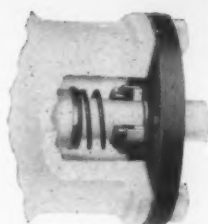
All of this advertising naturally costs money. But there is one type of advertising you can get for free. Yes we said for *free*! It won't cost you anything except a little time and effort. This free advertising goes by the name of *publicity*.

The important thing to remember here is that it really *is* publicity, and not just advertising. So be sure that every news item you submit to your local editor has some real news value, and is not just a "puff". Your editor will respect you for it, and your chances of getting your items in the paper on a consistent basis will be greatly enhanced.

The subject of publicity, like direct mail, is far too extensive for exhaustive treatment here. For a detailed discussion of what constitutes

ROTARY SEAL REPLACEMENT UNITS

UNIT
NO. 4120



MORE THAN

900 MODELS

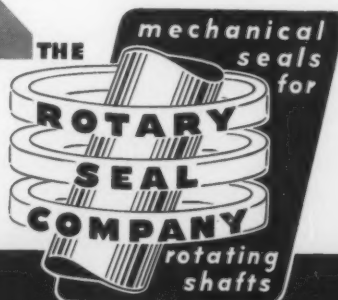
- ✓ Simple in Construction
- ✓ Economical
- ✓ Easy to install
- ✓ Efficient in operation

*... you get all these important features
in 19 years of time-tested, performance-
proved ROTARY SEALS... A
complete line of sizes.*

AT
ALL

LEADING
JOBBERs

"Seal with



Certainty!"

**2020 NORTH LARRABEE STREET
CHICAGO 14, ILLINOIS, U.S.A.**

**CANADIAN AGENT: 2025 ADDINGTON AVENUE
MONTREAL 28, QUEBEC, CANADA**

news about your business, and actual examples of how to prepare a news item for publication, refer to the article which appeared on pages 24 and 25 of the December, 1949, issue of COMMERCIAL REFRIGERATION.

If you're a contractor, you can do a real advertising job every time you submit a job proposal. If you just turn in a collection of figures you may get the job, but you won't do much toward promoting the long-term interest of your company.

A prominent Cleveland contractor has solved this problem by preparing a printed brochure, liberally illustrated with actual photographs, completely describing his company's organization and activities. One of these brochures is attached to every job proposal he sends out, and he finds that he gets somewhat more than his share of closely bid jobs because the customer gets the feeling that he *knows* this contractor and can rely on him.

Tie-in With Your Jobs

A heads-up air conditioning contractor in Detroit capitalizes to the utmost on every installation by placing a sign on each building in which he is installing equipment. This sign reads: "(Brand name) air conditioning is being installed here by (contractor's name)". He follows this up with a small display ad in the local newspapers carrying copy like this: "Another (brand name) air conditioning system has just been installed at (customer's name and address) by (contractor's name and address)".

Helping customers with their own business has proved to be good advertising for some commercial refrigeration dealers. There's the Indiana dealer, for instance, who specializes in food market installations and stages annual "Food Forums" for his customers.

These meetings are designed along strictly educational lines, with product presentations being definitely subordinated. Sometimes these meetings are staged in conjunction with local grocer's organizations. Outstanding speakers in the field of food merchandising are featured, and demonstrations of food preparation are staged.

For the large dealers, an external or customer house organ can do an outstanding advertising job. This

type of activity is fairly costly, but properly handled it more than pays its own way. Some dealers we know send out as many as 6000 or 7000 copies of such a publication, either monthly or at less frequent intervals.

Here again you can boost your customers as well as yourself by including liberally illustrated experience stories pointing up the way in which these customers have improved their merchandising operations through installation of the dealer's equipment. A good "gimmick" here is to spot coupons strategically throughout each issue of the house organ to make it easier for readers to request more information about your products or services.

Radio Ads Helpful

As a final tip for the larger dealer or contractor, you might seriously consider the possibilities of radio advertising. This can be especially effective for those of you who are selling packaged air conditioning equipment for home or business use. Local radio station rates are surprisingly low. Don't let the high price tags on the national network shows scare you out.

You'll find that your local radio station will give you all the help you can use, whether you contemplate using a series of spot announcements or a brief recorded show of your own. They will provide you with an abundance of good program ideas, they will write the commercials for you, and they will do everything in their power to build a program which will do the job you want to accomplish at a price you can afford.

Now that you've digested this "short course" in advertising, here's one concluding reminder which you would do well to study carefully. Advertising men use a formula for successful advertising which they call AIDMA. "A" stands for Attention; "I" for Interest; "D" for Desire; "M" for Memory; and "A" for Action. It works out pretty well.

Check every one of your advertising efforts against this standard. If you can attract the prospect's attention, hold his interest, make him want your product or your service, make him remember your ad and your organization, and urge him into taking action by patronizing you—well, if you can do all these things you won't have to worry about paying your advertising bill!

KIDS' WATER COOLER



THE "SMALL FRY" can now enjoy a cool drink of water from a specially-made electric water cooler that's just like the one dad uses at the office, shop or wherever he works. No longer need youngsters be given a "lift" to drink from a grown-up's cooler. This junior-size unit, produced by Cordley & Hayes, delivers about 9 gallons of cooled water per hour, enough to serve about 100 children. It's made with full-sized parts (as far as mechanical equipment is concerned) but is only 33½ inches high.

DEHUMIDIFIER SECTION ORGANIZED IN REMA

Organization of a Mechanical Dehumidifier Section in REMA has recently been completed, with H. F. Hildreth, sales manager of the refrigeration specialties department of Westinghouse Electric Corp., as temporary chairman.

Aim and purpose of the section will be to form a common meeting ground for consideration of standards, statistics, publicity, research, and promotional activity on mechanical dehumidifiers for both household and commercial use.

Permanent officers will be elected at the next meeting, set for February, 1951, in Washington, D. C.

NEW MILWAUKEE CONTRACTOR

Viking Refrigerator Sales, Inc., has been formed at Milwaukee, Wis., with 100 shares of common stock at no par value, to "purchase, sell, repair, service, install, manufacture and negotiate contracts for the purchase and sale, repair or furnishing of refrigeration machinery or ice making machinery and appurtenances."

Incorporators are Charles A. Rodeman, A. M. Chudnow and Daniel Berman.

ASHVE NOMINATES OFFICERS FOR 1951

Lauren E. Seeley, dean of the College of Technology and director of the Engineering Experiment Station, University of New Hampshire, has been nominated for president of American Society of Heating and Ventilating Engineers in 1951.

Nominees for other offices submitted by the ASHVE nominating committee are: first vice president, Ernest Szekely, president of Bayley Blower Co., Milwaukee, Wis.; second vice president, Reg F. Taylor, consulting engineer of Houston, Tex.; treasurer, Howard E. Sproull, division sales manager, American Blower Corp., Cincinnati, Ohio.

Voting will be by letter ballot of the membership which totals 8250. Results of the vote will be announced in the report of the tellers of election at the society's 57th annual meeting in Philadelphia, Jan. 22-25, 1951, at which the new president will take office.

ASHVE is headed now by Lester T. Avery, president of the Avery Engineering Co., of Cleveland.

MAGNETS AID LOW-TEMP PHYSICS RESEARCH

Scientists at the Naval Research Laboratory are searching for the answer to the age old question of what happens to materials subjected to extreme cold. Already studies at temperatures as low as -452 F are being carried out, and the attempt to push to still colder temperatures is under way.

Apparatus for producing the ultra-low temperatures does not resemble ordinary refrigeration equipment. In the Cryomagnetism Laboratory, where temperatures approaching the absolute zero are produced, large electrical generators and powerful electromagnets replace the conventional compressors and cooling coils.

The 2,000,000-watt electromagnets in this laboratory are among the most powerful in the world. Just to keep them cool requires the circulation of 800 gallons of water per minute. Inside these "super" electromagnets, by magnetic methods, are produced the ultralow temperatures.

Absolute zero, which scientists say is unattainable, is 459.6 degrees below zero on the Fahrenheit scale. In preliminary trials, using magnetic

fields of 20,000 gauss, scientists at the Naval Research Laboratory have reached temperatures only six one-hundredths of a degree above the absolute zero. By refining the techniques and employing magnetic fields of 100,000 gauss, they anticipate approaching to within a few thousandths of a degree of the elusive absolute zero.

Scientists say the new developments in low-temperature physics will facilitate studies of the molecular and atomic structure of matter. All

molecular and atomic motion is virtually stopped at extremely low temperatures. Such a condition permits detailed measurement of the properties and interactions of molecules and study of nuclear problems.

M & V SUPPLY MOVES TO LARGER QUARTERS

M & V Supply Co., Oklahoma City parts wholesaler, has recently moved to new and larger quarters at 1003 W. Reno St., according to A. R. Morin and M. V. Voss.

Install the Regulator that Sells Itself!

The Electrimatic Type W.P. direct acting piston type regulator tells its own story of superiority in daily service... feeding just the correct amount of cooling water to maintain the proper condenser pressure without waste of water... doing it without chatter or water-hammer and with the absolute minimum of attention.

All working parts of this quality regulator are monel and stainless steel and the body is of special non-porous brass alloy. A number of advanced features distinguishes it from all other regulators—the stainless steel piston; the heavier cushion spring; the tight seal; the presence of water behind the piston, equalizing pressure and dampening vibration.

The monel seat—an exclusive feature—minimizes wire drawing and does away with dezincification. Even the part of the push pin exposed to water is monel. The sturdy two-ply bellows (300 lbs. test) is further evidence of quality construction.

Mounting and adjusting the W.P. is particularly simple: Open yoke provides easy access for adjustment and yoke is rotatable on the valve body for mounting the regulator in any position.

THE ELECTRIMATIC COMPANY

Sales Affiliate of JAS. P. MARSH CORPORATION
Dept. P, Skokie, Ill.



Electrimatic Type W.P.

WRITE US OR
SEE YOUR JOBBER

Type W.P. Regulators are made in sizes 1/4", 1/2", 3/4" F.P.T.; head pressure range, 60 to 130 lbs.; water pressure, up to 150 lbs. Head pressure connection, 1/4" male flare. It is used with methyl chloride, sulphur dioxide and Freon.

The type W.P. is merely one member of the Marsh-built Electrimatic family of automatic refrigeration controls and regulating valves which includes: water regulators for ammonia service; suction throttling valves; packless solenoid valves and other related controls.

THE MARSH Electrimatic LINE



CONTRACTORS

NEWS • ACTIVITIES • PLANS

Higher Priority Rating for Refrigeration is Predicted

THE commercial refrigeration industry in the days ahead can expect to have a much higher priority rating under any government-sponsored materials control program than they had during World War II, George S. Jones, vice president of Servel, Inc., of Evansville, Ind., told the October meeting of the Refrigeration and Air Conditioning Guild of New York.

Speaking on an Industry Problem Forum, he predicted that the industry, as a result of this higher rating, should be able to operate without the confusion that was part of its picture during the last arms push by the government.

Industry Is Recognized

The Servel official, who is the Washington liaison representative for his firm, which manufactures gas refrigerators, as well as gas water heaters and year 'round air conditioners, based his prediction on two points:

1. Washington officials had a much clearer picture of the industry and its role in the nation's economy in the closing days of the last war, as well as in the period immediately following.

2. Government agencies concerned with the problems of materials control and allocation today are turning more and more advice to men of practical experience in the affected fields.

He attributed much of this more favorable picture to the work of trade associations in getting over the story of their industries to government officials through pamphlets and other material.

While admitting that some confusion exists today in Washington over

the role various agencies are to play in the present situation, Jones did not see this as too disturbing a factor at present. As a matter of fact, he suggested that this competition was a healthy sign and said that the big saving factor in the whole picture was the fact that the National Security Resources Board, headed by Stuart Symington, was coordinating the work of the various agencies.

He cautioned industry members not to allow their self-interest to interfere with either thinking or action. He suggested that, if the industry would use as the basis of its relations with Washington the two points of 1, the contribution it could make to the arms or defense program and 2, the efficiency of the industry itself, it would find that these two points would, in the long run, serve their self-interest best.

He also added that individual effort would accomplish very little and that industry members should work through their associations rather than by themselves or with one or two other individuals.

F. L. HAZEN WILL HEAD PEORIA CONTRACTORS

The Refrigeration and Air Conditioning Contractors Association of Peoria, Ill., at a recent annual meeting, elected F. L. Hazen as president of the group for the coming year. Other officers elected were: Clayton Tate, vice president; Harry Hauser, secretary; Stanley Bernstein, treasurer; and William Comisky, sergeant-at-arms.

Elected to the board of directors were Keith Ruyle, Harold Studyman, Al Goetz and Arthur Gilkerson.

NEW COOLING CODE DRAFTED FOR TULSA

An extensive code regulation of refrigeration and air condition systems, including home installations as well as commercial, has been drafted for adoption by the Tulsa, Oklahoma, city officials.

The proposed legislation would change the present boiler inspection department of the city to the pressure vessel and refrigeration inspection department and give that bureau full powers to enforce its provisions.

The proposed code is based largely on the model code of the American Society of Refrigeration Engineers. It has full support of nearly all Tulsa refrigeration and air conditioning firms.



GUILD RENEWS DRIVE FOR LICENSING CODE

Complaints of defective refrigerators recently made to the New York City Police Department Emergency Service have caused the Refrigeration & Air Conditioning Guild, Inc., of that city to renew its campaign to have the city enact a licensing code for refrigeration contractors.

The Guild points out that most of the complaints have to do with household refrigerators, and that newspaper articles which have been published about the complaints use very general terms in referring to exactly what was wrong with the units.

The complaints, the Guild says, are evidently centered on very old refrigerators, since mention has been made of sulphur dioxide and methyl chloride, neither of which has been used in household units to any great extent in recent years.

1 The Sign of an **AUTHORIZED WHOLESALER**



2 The Sign of **DEPENDABLE CONDENSING UNITS AND REPLACEMENT PARTS**

A COMPLETE LINE

The completeness of the Universal Cooler line (unmatched in the industry in sizes through 15 H.P.) is another advantage awaiting you wherever you see the Universal Cooler sign displayed across the nation. There is a type and size for the unusual applications as well as a wide selection of sizes for standard jobs.

A DEPENDABLE PRODUCT

Wide customer acceptance and Universal Cooler's good name in the industry are evidence of the dependability of products sold under the Universal Cooler name. Top quality condensing units are for sale wherever you see the Universal Cooler sign.

REPLACEMENT PARTS IN STOCK

Universal Cooler and its authorized wholesalers both recognize the importance of keeping replacement parts readily available for use in field servicing. Wherever you see the Universal Cooler sign, genuine Universal Cooler replacement parts are carried in stock.

A RELIABLE WHOLESALER

Wherever you see the Universal Cooler sign, you will find an experienced, reliable wholesaler, prepared to furnish responsible, competent attention to your needs. He and Universal Cooler work together closely to furnish unsurpassed products and services in his community. Look to him with confidence for Universal-Cooler condensing units and genuine replacement parts.

UNIVERSAL
MARION



COOLER
OHIO

LOOK to LARKIN

for Good Looks



LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR. S.E. • ATLANTA, GA.



SHANK

REFRIGERATION PRODUCTS

Recognized as the
Symbol of Quality!

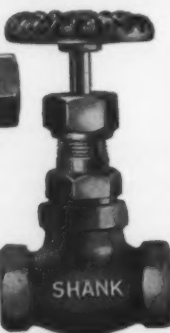


3-Way Dual
Shut-Off Valve

For use where Refrigeration Codes require dual relief valve installations. Stainless steel stem. Indicator plate on hand wheel shows position of valve shut-off. Completely rust-proofed.

Semi-Steel
Shut-Off Valve

Highest grade non-porous metal—full size ports—clean cut threads. Back seated stem—Shank design base—perfect alignment. Long life packing ring.

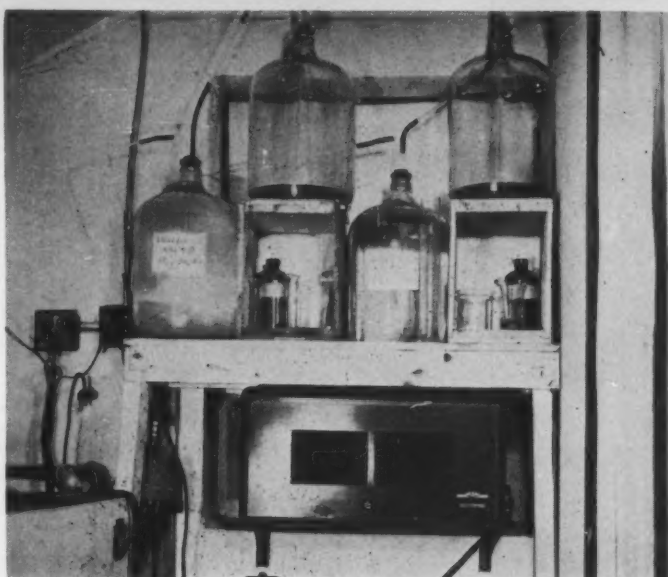


IF YOUR JOBBER DOESN'T STOCK—
WRITE

CYRUS SHANK CO.

631 W. Jackson Blvd.

Chicago 6, Ill.



CLOSE CONTROL of temperature in the photographic darkroom of Thaxton-Simonds Laboratories, Decatur, Ga., is provided by this 1/2-hp window air conditioner. The 9 x 12-foot room is held at 70 F, which makes it possible to control a large water bath used for color film processing within a close temperature range. The air conditioning also keeps a stock of photographic materials from changing their characteristics while in storage. The window cooler is installed in a wall of the processing room, fitted snugly enough to eliminate all light leaks. To conserve valuable space, a convenient shelf was constructed above the conditioner for storage of materials. Space directly beneath the unit is utilized for the storage of chemicals and solutions. In addition to air conditioning the processing room, the unit partially conditions an adjacent room of about the same size. Air is circulated between the two rooms by a electric blower fan. The cooler is equipped with thermostatic control, which makes its operation completely automatic.

Another Good Market "Develops"

ANY photographer—from the most polished professional to the rank amateur—can tell you that the average darkroom is a prime example of the need for air conditioning. These rooms usually are relatively small, they must of necessity be totally enclosed, temperatures often get completely out of hand, and ventilation seldom is adequate to remove the pungent smell of processing solutions. Comfort cooling here would indeed be a godsend.

Aside from the comfort factor—and even more important to the photographer—is the fact that temperature control plays an extremely important part in most photographic processing. This is particularly true in color photography, which is undoubtedly the fastest growing branch of the art today. This makes air conditioning an even more important adjunct to the modern darkroom.

Until the development of the so-called window cooler, however, air conditioning has been out of the question for any but the very largest studios, because the equipment has been both too bulky and too costly. The compact, relatively inexpensive window cooler thus has opened a new avenue of profit to the alert cooling contractor.

Why not circularize every photographic studio in town right now—or, better yet, call them by phone or contact them in person—to promote the sale of window coolers for this specialized application? Remember, just one sale will more than repay you for the effort of the whole promotion!

ABOUT PEOPLE . . .

Continued from page 34

ful dealerships in commercial refrigeration. Wilson operates his own manufacturer's agency.

Liquid Freeze Corp., manufacturer of Instant Ice Machines, announces the appointment of **S. A. Maverick** of Houston, Texas, as its factory representative for Texas, Louisiana, and Oklahoma. Maverick was formerly southwestern regional manager for Chrysler Airtemp. He previously had been connected with York Corp.

S. A. Durbin has been appointed product planner, military products, within the Air Conditioning Dept. of General Electric Co., Bloomfield, N. J. Durbin's activities will deal mainly with air conditioning, refrigeration, and heating equipment which may be contracted for by the Government for military or defense purposes.



Further expansion of its sales and service facilities has been announced by General Controls Co. **R. D. Hollingsworth** has been added to the staff and will cover the Cleveland, Buffalo and Cincinnati trade territory, specializing on the company's complete line of refrigeration controls. Hollingsworth will work out of the Cleveland branch office and will call on dealers, jobbers and manufacturers. **J. B. Miller** will headquarter in Washington, D. C., calling on various governmental agencies in the interest of the company's line of aircraft controls.

Jack Cherry, who has been with Philco Corp. for 16 years and has been general manager of the accessory division for the past year, has been appointed to the new post of sales manager of air conditioning and freezers. Cherry started in the factory organization of Philco shortly after

graduation from high school. He became a field service engineer in 1939. In 1945 Cherry was appointed a district sales representative for the southern division. Two years later he was promoted to field service supervisor at company headquarters. In 1948, he was named sales manager of the accessory division and then promoted to general manager of this division in 1949.

**BUY FROM YOUR
REFRIGERATION WHOLESALER**

Robert Porter of Jackson, Miss., has been appointed representative for southern Mississippi by Anemostat Corp. of America, according to an announcement by C. Milton Wilson, general sales manager.

Appointment of **P. L. Edwards** as manager of its Central District Office in Pittsburgh, has been announced by Raybestos-Manhattan, Inc., Manhattan Rubber division, Passaic, N. J. He succeeds R. C. Rice, who retires from active service with the company.

GETS TO MOISTURE TRAPPED IN EXPANSION VALVE

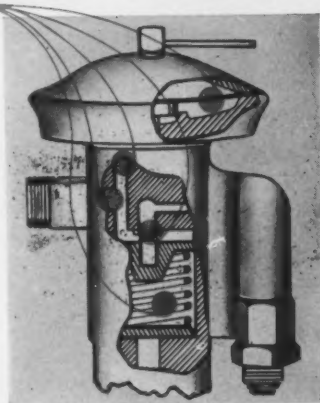
The expansion valve is an excellent trap. It can hold moisture beyond the reach of ordinary driers.

Thawzone reaches this moisture easily. Billions and billions of Thawzone molecules travel to every corner, pocket and elbow in the unit. For it takes only one drop of moisture to cause a "freeze up". This liquid drier reaches every last drop.

Why Hold Moisture When You Can Destroy It?

As long as moisture is present you never can tell when it will break loose and start trouble. It may be two hours or two weeks after your service call. The way to avoid callbacks that annoy customers is to destroy the moisture. Thawzone actually destroys moisture. It cannot return. Hot weather or changes in the balance of the system cannot set moisture free if it has been destroyed by Thawzone.

Thawzone is a "fast worker", too. It circulates throughout the average unit in 2 minutes. This saves you man hours and gets the unit started sooner.



Any unit containing "Freons", methyl chloride, methylene chloride, "Carrène" or isobutane may be dried with Thawzone. Suitable for both open and hermetic units. Your wholesaler has Thawzone.

HIGHSIDE CHEMICALS CO.
Clifton, N. J.

THAWZONE®

The Only Product That
Destroys Water...
and Reaches All of it



Over the COUNTER

Sales by Wholesalers Are Up, But Profits Are Down

VOLUME of business by refrigeration parts and supplies wholesalers has increased, but net profits have dropped sharply, it is revealed in a recently completed survey of the financial operations of the membership of Refrigeration Equipment Wholesalers Association, made by REWA'S headquarters office.

The sales volume of the wholesalers who reported, located in all sections of the country, has increased an average of 22% over the previous period reported. However, the average net profit before taxes was 2.21%, a drop of 65% from the average net figure shown in a similar survey conducted for the year 1948.

If a few of the unusually high figures which were received from individual wholesalers—those showing a net profit higher than 7%—were to be dropped from the calculations by which the average figure was reached, the average net for all but a few of the wholesalers reporting would become 1.66%.

This figure is so small, REWA officers point out, that a slight drop in volume or in gross profit would result in serious consequences for most of the parts and supplies wholesalers.

There are two reasons why this condition of lower net profit has developed, according to the REWA report on the survey. The average gross profit is now down, while the overhead and the cost of doing business has risen. The latter condition, which has steadily become more and more of a problem, is due mainly to an increase in the cost of goods, transportation, and store expense, which includes employee payroll.

There was very little change in the cost of selling and administrative ex-

pense. The loss from bad debts continues to be a very small item which the parts and supplies wholesaler continues to very carefully control at the present figure of 0.44%, or less

than 1/2 of 1%.

All other items such as insurance, local taxes, or items peculiar to an individual operation, are only 2.78%. The serious increases have occurred on items of overhead which cannot be too closely controlled without seriously interfering with the conduct of a business, the report says.

The figures which were used in the survey were obtained from parts wholesalers with a gross volume of business in excess of \$70 million, and invested capital of \$20 million.

PARTS WHOLESALER OPENS IN GALVESTON

Thermal Supply has been opened at 4315 Broadway Ave., Galveston, Tex., as a wholesaler of refrigeration, air conditioning and heating equipment. Elmer Peterson is owner of the company, and manager is B. C. Thomas.



Shown above are members of the McCombs Refrigeration Supply Co. staff as they met recently for a three-day sales conference at Denver headquarters. Left to right are: N. E. Richey, Albuquerque; John Gaona, Albuquerque store manager; Clare Carlson, Denver; Chet Dennhardt, Denver; Rudy Kimmel, Denver; Don Wallace, territory salesman, Pueblo; J. C. Knight, territory salesman; Jake Jacoby, John Berger, Carroll Stoner, Andy Anderson and Dick Houghton, all of Denver; and president Harold McCombs. Below are "traveling members" of the McCombs organization and the new Mercurys they've just been furnished with. Left to right are: J. C. Knight, N. E. Richey, G. C. Andresen, and McCombs.



Drier THAN THE SAHARA

ANSUL Refrigerants

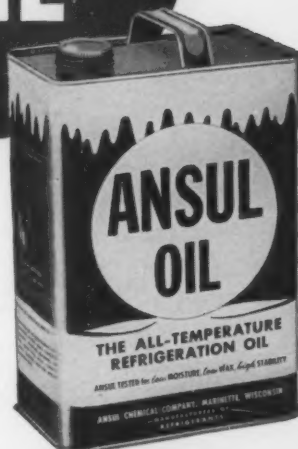
ANSUL OIL



DRYNESS is a critical requirement in the specifications of ANSUL Refrigerants and ANSUL Refrigeration Oils. To safeguard the dryness of Ansul Refrigeration Products, specially designed container-drying and product-dehydrating equipment is used to eliminate the last trace of moisture.

Moisture in refrigeration systems results in the formation of ice, rust, sludges, and contributes to the development of other impurities and complications. These seriously interfere with the proper operation of a refrigeration system.

ANSUL Technicians have prepared a series of bulletins on the effects of moisture and other foreign matter in refrigeration systems. Copies may be obtained from ANSUL wholesalers or by writing directly to Ansul Research.



ANSUL 150 OIL —

The All-Temperature Refrigeration Oil — is sold by leading refrigeration wholesalers everywhere. (If you require a higher viscosity oil ask for ANSUL 300.)



THESE Oils are Business Builders



...because they're
BETTER compressor lubricants

THE trouble-free operation that's assured when compressors are lubricated with *Texaco Capella Oils* is a business- and profit-builder for all concerned — service engineer, dealer and distributor.

Texaco Capella Oils are better because of the care that goes into their manufacture. Impurities that, in ordinary oils, would cause gumming and sludging are absent from *Texaco Capella Oils*. They are more stable, more resistant to oxidation . . . combine very low pour

tests with freedom from moisture . . . do not react with refrigerants.

No matter what the compressor, you can get *Texaco Capella Oils* in the proper viscosities to assure improved performance. *Texaco Capella Oils* are approved by leading compressor manufacturers and come in sealed 1-qt., 1-gal. and 5-gal. containers.

Put business-building *Texaco Capella Oils* to work for you. The Texas Company, 135 East 42nd Street, New York 17, N. Y.



TEXACO Capella Oils

FOR ALL AIR CONDITIONING AND REFRIGERATING EQUIPMENT



TUNE IN . . . TEXACO presents MILTON BERLE on television every Tuesday night. METROPOLITAN OPERA radio broadcasts every Saturday afternoon.

THE PRACTICAL Refrigeration Applications MANUAL

... by Harold Smith

THE Practical Refrigeration Applications Manual extends a helping hand to those refrigeration and air conditioning men who occasionally encounter field engineering problems too tough for them to handle. Space limitations make it impossible to give complete detailed information covering each step necessary for the installation or erection of refrigeration equipment, insulation or fixtures. It is necessary to assume that those readers who request assistance with their problems are familiar with these basic fundamentals. If they are not, it is suggested that they seek this advice from their sources of supply when purchasing the materials which they intend to use on the job. Most suppliers are equipped to furnish such information. Readers are urged to submit their problems to this department. Each letter of inquiry will be answered personally by the author. The most interesting ones will be published in these columns. All problems should be clearly and completely stated and addressed to: COMMERCIAL REFRIGERATION AND AIR CONDITIONING, Manual Dept., 1240 Ontario St., Cleveland 13, Ohio.

PROBLEM

I HAVE a customer who has four commercial fixtures—walk-in, dairy case, open vegetable case, and meat case. All the condensing units are of the remote type and are located centrally but still in the operating part of the grocery store.

"When the weather gets warm during the summer the heat that comes from these units seems to send the temperature in the store up considerably. Consequently, the owner would like to move these units out into a back room which is available.

"This room is big enough but there is no provision for heating it during the winter. Thus temperatures would vary from 20 degrees below zero in winter to 105 degrees during the summer.

"The catch is that someone has told the owner that he can operate all this equipment on thermostatic switches instead of operating them with a low temperature control the way they are now operating. In order to change them over it would involve a lot of work and I want to get some ideas before I let the fellow make the changes.

"I have suggested that it would be cheaper to insulate the little room that he wants to use as the equipment room and then provide some means to keep the room around 40

degrees in order to make sure the low pressure controls work right. I'm afraid if he puts air switches in that during the summer when his heat load comes up the coils will do a lot of icing and be a constant headache.

"Please give me your opinion."

SOLUTION

I WOULD be very much inclined to go along with your proposed plans to move the condensing units to an outside room, continuing to operate each unit with the low pressure control rather than with individual thermostats.

I am inclined towards some arrangement to keep this condensing unit room at a temperature of around 40 to 50 deg. F in the winter time, either by adding a heating unit of some kind or by securing heat from the store proper by an open door or some ventilating arrangement.

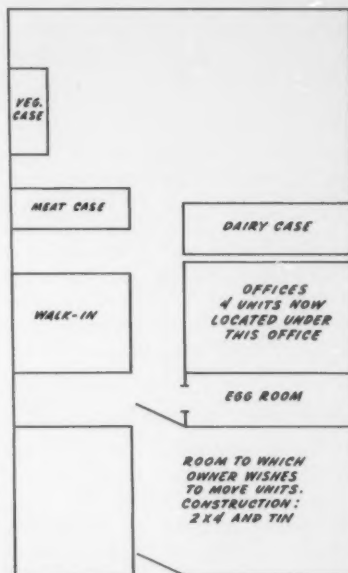
The insulation of the rooms would, of course, assist greatly in this undertaking. However, it would seem that the proper temperatures could be established without the insulation, which might be a rather expensive treatment.

The use of the outside room would undoubtedly help the store temperature conditions in the summer time. If the room in which the condensing

units are to be installed could be well ventilated, or equipped with fans to drive out the hot air, the running time might be somewhat reduced, along with lower head pressures in the machines.

It may be advisable to increase the size of the suction lines if the new location of the condensing units is to increase the overall suction line run to any great extent, thus providing against increased pressure drop in the suction lines.

Generally, I feel more satisfactory coil conditions can be secured when



low pressure controls are used in preference to thermostats, although it is possible to secure an entirely satisfactory operation with thermostatic controls provided both coils and condensing units have been engineered with reserve capacity to handle unusual loads in very hot weather.

There are, of course, a number of factors that must be taken into consideration to enable anyone to give a definite recommendation regarding changing of equipment and type controls to be used for the best possible results. If the outside room in which the condensing units are to be placed is small and poorly ventilated, it will become very hot in 100 F weather, resulting in high head pressure, lower efficiency of the machines, and long operating cycles which, in turn, may build up ice on the coils whether you use thermostats or low pressure controls.

We would, therefore, recommend that you provide a method of changing the air in the condensing unit room in summer and heat at least to 40 F in the winter as a means of providing satisfactory year around operation.

ference" was held recently in Chicago under sponsorship of the wholesale grocers' organization—and Maintain said that he had noticed but few commercial refrigeration dealers in attendance. Refrigeration men must interest themselves in such affairs, he declared; for the wholesale grocer can very well serve as an outlet for refrigerated fixtures, and can buy equipment from most manufacturers at prices comparable to those offered to equipment dealers.

Citing his own company's experience in selling to food stores, Maintain said for several years his firm had refused to sell refrigerated equipment at all—simply because competition had shaved profits in this end of the field to the point where it didn't pay to bother with these products. At the present, he said, his company won't sell one particular piece of equipment—it sells a complete store-planning service.

Quote the "Package"

The store-planning job is quoted to the customer as a lump price, he said; no price is given on any of the individual pieces of equipment, whether refrigerated or not. One of the surest ways to lose the sale, he said, is to present an item-by-item estimate—the customer immediately starts looking for places he can buy some of the items at a lower price.

One of the important things commercial refrigerator dealers must learn, Maintain declared, is how to work more effectively with wholesale grocers. There has been much talk of legislation, he said, but this is not the answer—for "you can't legislate against them without getting yourself legislated against, too."

This problem of working with wholesale grocers, however, isn't as difficult as it may seem, he said.

Refrigeration dealers can prove that wholesale grocers should not get into this business—that it represents a specialized field that these wholesale firms must undergo considerable expense to get into—and that it can easily become a no-profit sideline to firms whose major interest is the sale of the food itself.

From the sales standpoint, the dealer can readily prove to the customer that the cost of refrigerated

fixtures to him is just about the same, and that he stands to get better service from a firm whose sole interest is in the equipment and what it can do to increase his operating profits.

"When you're quoting on a job, never quote a per cent discount," Maintain advised. "Instead, quote your costs, plus a fair profit. This is the only way in which you can assure yourself a profit in your business."

Mentioning again the importance of the dealer being in reality a good "store-planning engineer," Maintain said:

"Make your own business operation as efficient as possible. Have your operating costs under close control, and keep them in hand. Do a better job for your customers. Then there will be more profits for them, and more for you."

Discussing "The Manufacturer's Role in Bringing About Greater Sales," C. V. Hill, Jr., vice president of C. V. Hill & Co., Inc., said that, in his opinion, the manufacturer has three major obligations: to guide or

"The manufacturer should be alert to merchandising trends in the fields his equipment goes into. For instance, he should be aware of the pitfalls in a self-service food store operation in certain circumstances. This information should be passed on to his distributors, so that they, in turn, can give good counsel to their food store customers."

Sales training is an important way in which the manufacturer can contribute help to his distributors to obtain greater sales, Hill said. His company, he said, has just initiated a sales training program for distributors' salesmen which it believes will do much to assist them in this problem.

The training course, conducted at the Hill factory, lasts for five weeks. Distributors are advised on the type of men to hire, and these men are sent to the factory and put through an integrated course of training, during which they progressively do more and more of the "selling" work themselves.

It's Worth the Cost

Cost to the distributor for such a course averages between \$150 and \$200 per man, but the company believes it will be well worth the price, Hill said.

"These men," he declared, "will know their product and their customers' problems. They'll know what they're talking about. We believe that because of this, the merchant will respect their knowledge, and listen to their advice."

"Above all, training of this type, in our opinion, will do away with the problem of hiring new salesmen and having them drop out—or be discharged—just before they can begin to do an effective job of selling, simply because nobody in the distributor's organization devoted enough time and attention to their basic sales training."

F. C. Clarke, research specialist for du Pont, discussed "How Prepackaging Sells," and told of a market survey recently conducted by his company which revealed the value of prepackaged meat to the retailer, and how prepackaging has advanced both the interests of the food industry and the commercial refrigeration field.

After finishing his prepared address, Clarke cautioned that the present shortage of cellophane might necessitate some slow-down in the



assist the distributor in financing his sales and in floor-planning equipment for showroom display; to produce a sound, well-engineered product that anticipates future changes and trends in food merchandising, and to help distributors increase sales by providing adequate promotion and sales training facilities.

"The manufacturer must constantly be seeking ideas from his field organization," Hill said. "He must be prepared for changes. In fact, in his equipment, he must anticipate the changes that are likely to come. Only in this way can he produce a line of equipment that his distributors can continue to merchandise profitably."

present trend toward prepackaging, despite its advantages from a sales standpoint in the food field.

"Before you begin promoting a new self-service food store in your locality, find out what the supply situation on wrapping materials is," he advised. "There is very definitely a shortage of cellophane which we think will continue the rest of this year and well into 1951.

"Du Pont is not accepting any new customers now, and has placed all its present customers on an allocation basis."

One of the highlights of the two-day convention was a panel discussion and open forum conducted between manufacturers and distributors concerning problems of selling and how the two groups can work together for more effective sales efforts.

Speaking for the manufacturers were A. B. Biddle, general sales manager of Hussmann; Paul Jackel, sales manager of Tyler; J. L. Kaufhold, Weber's general sales manager, and C. K. Litman, vice president of Koch.

On the panel representing distributors were H. B. Adams of Tampa, Fla.; Barnett Berch of Long Island City, N. Y.; I. Rosenberg, Jr., of Pittsburgh, and I. W. Shell, Chicago. C. S. White of Cincinnati, president of NCRSA, was moderator.

Allocations a Possibility

After the preliminary points were laid down by the panel members—which outlined more or less what the manufacturers expect of distributors and vice versa—the general discussion that followed was primarily concerned with two problems: immediate prospects of material shortages, and how to compete with ice cream companies and food wholesalers in sales of equipment, including the inevitable question of direct sales to chains.

As for national shortages, the manufacturers indicated that they considered curtailment would probably occur, perhaps by the first of the year. The obvious answer will be allotments to distributors based on previous sales and the potential of the territory.

What's to be done about the other problems under discussion was left pretty much up to the distributors, the manufacturers pointing that they cannot turn down sales if they're to stay in business, and that they are restrained by law from taking action

DRAFT STATUS CHART

A chart that employers can use to determine how many of their workers are subject to the draft and how soon they may be called has been prepared by the Selective Service System. Designated as S.S.S. Form 170, or "Civilian Users' Force Analysis Sheet," copies may be obtained at local draft board offices.

on some aspects of the problem.

Some distributors, however, felt that as their own firms grew in size they could offer services and other

advantages that would overcome this problem. Others, however, thought that legal action might be instituted through the Federal Trade Commission.

One of the speakers at the convention was James A. Horton, director of the FTC's Bureau of Industry Cooperation, who outlined "Trade Practice Conference Procedures" for setting up rules to guide trade practices.

**BUY FROM YOUR
REFRIGERATION WHOLESALER**

FOR DEPENDABLE SERVICE

Streamline

**WROUGHT
COPPER
Refrigeration
FITTINGS**

STRONG • DURABLE • NON-POROUS

**A FULL LINE
IN SIZES
1/8" O.D. TO 4 1/4" O.D.**







As a Refrigeration Service Engineer, you are naturally proud of your reputation as a careful workman specializing in precision-like installations.

STREAMLINE Wrought Copper Fittings are designed to help you in this respect. Each fitting from the smallest (1/8" O.D.) to the largest (4 1/4" O.D.) is manufactured to close dimensional tolerances and rigid specifications which are absolutely essential to assure a perfect trouble-free job.



STREAMLINE Wrought Fittings from 2 1/4" O.D. up are packaged in individual cartons. They are kept factory-perfect right to the job. Your investment is protected.

See your wholesaler today.
Put your next Job in STREAMLINE.

MUELLER BRASS CO.
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sign of satisfaction



More than 30,000,000 Ranco Controls now in use

Refrigeration servicemen the world over will tell you that to install a Ranco Replacement Control means greater customer satisfaction. For thirty million Ranco controls are now in use, evidence extraordinary that a famous Ranco control offers dependable, accurate, trouble-free service throughout the years. That's why

servicemen make fewer call-backs, spend far less time on the job, and make more money by replacing with Ranco. Visit your Ranco wholesaler today. Select from the most complete replacement line ever offered to the trade. No longer do you have to shop all over town!

Ranco Replacement Reference No. 1244

The most complete bulletin of its kind, it lists Ranco replacements for more than 4,000 controls . . . including an alphabetical listing of all refrigeration manufacturers, trade names, and the Ranco Replacement Control Code Number. Available only through your Ranco wholesaler.

Ranco Inc.
COLUMBUS 1, OHIO



WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

THE SERVICE MAN'S DEPARTMENT

HERE'S HOW!

Edited by
Warren F. Farr

Just What Is the High Side Float?

The high side float valve is an expansion valve which regulates the amount of liquid refrigerant admitted to the evaporator in accordance with the amount condensed in the high pressure side of the system.

The amount of refrigerant in the system is critical. Too much charge will cause floodback; too little, a drop in evaporator capacity.

The high side float valve provides a simple and convenient means of controlling flooded evaporators where the system has a single evaporator, or where a second evaporator, if used, is of the type which could be connected in series with the flooded unit.

Parallel operation of evaporators cannot be used where the high side float valve is controlling one or more of the evaporators because, for successful operation, the evaporator so controlled must be able to hold the total charge in the system.

The line connecting the outlet of the high side float valve to the evapo-

*I do it
this way...*

AFTER lapping valve plates and valve reeds, I can quickly test to determine the efficiency of the plate by taking a rubber suction cup, such as is used on automobile ash trays or children's darts and arrows, and attaching it to the plate opposite the valve. If the suction cup holds, the valve plate is O.K.

Wm. G. Cain, Oakland, Calif.

erator is, in effect, part of the evaporator, and it may be found necessary to insulate this line to prevent frost accumulation or condensation. For this reason, the valve should be mounted as close to the evaporator as possible.

A Handy Tool to Have

We don't suppose there's a refrigeration mechanic in the country who hasn't already seen those screwdrivers that have recently come to the market equipped with sliding clips along the blade.

If you haven't seen these screwdrivers yet, make a bee-line for your Jobber's and have a look—for they're one of the dandiest time-savers ever developed for the refrigeration service man.

All of us have experienced the annoying "habit" that screws and nuts have of refusing to behave when we're trying to fasten them in some out-of-the-way location. Generally, they drop right into the machinery, and you have to spend more time trying to dig them out.

Maybe you didn't know you can use these clip-on screwdrivers for nuts, too. The clip will slide easily over the nut, and you can hold it in line until it starts threading right.

Check Freezer Alarm Batteries Now

Many of your customers no doubt have battery-actuated temperature alarm systems on their home and farm freezers. These alarms aren't worth a plugged nickel if the batteries which power them are too weak to enable the alarm to function properly.

Generally speaking, it is advisable to replace these batteries about every 12 months, but this is the sort of thing that the average householder has difficulty remembering. Now is a good time of year to contact all your freezer customers who have alarms of this type and suggest that the battery be replaced so that they can be sure of the protection which the alarm system was designed to afford.

This procedure will impress the customer favorably with your interest in his welfare—and it gives you an extra opportunity for customer contact which might someday lead to another sale.

*I do it
this way...*



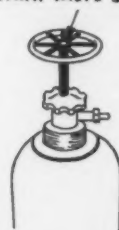
I USE a flint torch lighter to hold my short pieces of Phosco, Sil-Fos and solder. The sketch shows how the rod is made fast in the "handle" end of the lighter.

Using a device of this kind, I am able to save and use a lot of this material that I would otherwise have to throw away. Besides, I keep my fingers from being burned.

E. L. Smith, L. I. City, N. Y.

*I do it
this way...*

DRILL AND TAP
TANK VALVE STEM



I HAVE put on all my service cylinders valve handles from old gate or globe valves.

It not only allows you to open and close the tank valve with ease, but it can be used as a handle to carry and weigh the cylinder, too.

Chas. Altemose, Bethlehem, Pa.

Keep your equipment clean, too. See that any dirt and grease that may be smeared on the units while they're being uncased is removed before the equipment is placed on the display floor. Don't let dirt accumulate on cases stored against the walls or at the back of the showroom. Be a good "housekeeper". It will go a long way toward selling your customers on you.

3. *Don't "jam" your products against each other.* Customers like to go around the equipment they're interested in; give them enough room to do so. The more "browsing" room you can allow, the better. Even if you are cramped for space, allow at least enough room for your prospects to open doors, pull out shelves, etc. This will give them a chance to try out some of the features of your products for themselves, and make your sales job easier.

4. *Keep your product displays "alive".* Load your display cases with dummy meats, your dairy cases with empty butter cartons, milk cartons, packages of cheese, etc., your florist cases with artificial flowers. There's nothing "faked" about this. Your customer will understand the packages and foods are artificial, but they'll make the cases "sell" by helping him see how they'll look when they're loaded with honest-to-goodness merchandise.

5. *Group related items of equipment in your displays.* There isn't anything new about this suggestion, but a surprising number of refrigeration dealers seem to overlook it. Grouping your products by their end-use applications paves the way for suggesting additional purchases to the prospect—and additional purchases mean additional profits to you.

6. *Set up "model" display layouts.* This suggestion is feasible, of course, only when your display space is of sufficient size to permit it. Nothing takes the eye of the prospect like a store actually laid out as you think it should be. Right away, you become an equipment specialist as far as he's concerned—and your opinions as to the best moves for him to make become worth listening to.

If you're showing a food market, show everything—shelving, counters, scales, etc.—not just refrigeration

equipment. If you're showing a soda fountain, show glassware and a couple of dummy sundaes for good measure. Do the same thing with a tavern display, if that's your line. The more you do to make your displays complete, the more stature you stand to gain with the prospect.

7. *Sectional layouts will do, if space is limited.* A frozen food section of a food market would be one display you could develop. A refrigerated produce section would be another. Just because your display space is small doesn't mean you can't set up

DEPRECIABLE ASSETS ARE PREPAID EXPENSES

THE physical plant of a business is a prepaid expense like insurance premiums. Except for land, fixed assets are not fixed, says J. H. Landman, a tax attorney, in a recent issue of the *New York Certified Public Accountant*.

Machinery and tools, buildings, delivery equipment, and furniture and fixtures are acquired to provide facilities to operate a business. These assets, however, are no more indispensable than such already recognized prepaid expenses as license fees, insurance premiums and supplies. None of all these assets are bought to be sold. They are all consumed during limited lives of service; and they all comprise costs of conducting a business, but in varying annual dollar amounts.

Tax attorney Landman contends that the distinction between the physical business plant as a fixed asset and a prepaid expense is more than one of a difference in balance sheet names. Treating fixed assets as prepaid expenses throws new light on the concept of depreciation. Depreciable property is consumed and expended during its useful life. The timeworn contention that annual depreciation deductions are necessary to enable business to replace consumed assets is as obsolete as it is unwarranted, Landman contends.

attractive arrangements, ones that will increase your sales volume. You can, if you'll take the time to think about it.

8. *Use display backgrounds to set off your products.* Attractive backgrounds go far to make individual products more attractive in your showroom. Where your line of products isn't complete insofar as one particular field is concerned, good backgrounds may give you the display "kick" you need. You'll have to

develop most of these things yourself, but it isn't difficult.

Watch out for one thing, though. Don't make the background too splashy. Be sure it's the product that stands out, not the background. Spot-lighting certain products is still another way of making them stand out. Switching the lighting angles will give the display a "new look".

9. *Change your display arrangement periodically.* Take a look at your display floor. How long has it looked almost exactly like it does now? Chances are you haven't moved things around for quite a spell. It's a good idea to switch your products around at least every six months. You might get some new ideas while you're doing it, and it helps your layout from being "set in its ways", and looking it.

10. *Light your showroom at night.* This is especially true if your location happens to be in a good traffic area. You can rig up a control to shut off the lights at 10 o'clock or so, and still get the advantage of the early-evening passers-by. Believe it or not, your prospects do go out after dark, and if your location is right, it will pay you to take advantage of it.

Some of these suggestions sound elementary—and they are. But you'd be surprised how many refrigeration dealers fail to take advantage of the "selling" jobs that good displays can do. Remember, it's the customer you're trying to impress. A good-looking store, to him, means a good refrigeration dealer. It adds a "quality" touch to your products. It tells him, without your having to say so, that you have the know-how to help him with his merchandising problems. His confidence in you increases, and chances are he's less inclined to make price the most important consideration before he chooses his equipment.

After all, you can't expect a merchant to think you can do a first-class store planning job for him if you haven't even done the same thing for yourself.

DRAYER-HANSON NAMES TEXAS SALES AGENTS

Drayer-Hanson, Inc., Los Angeles manufacturer of heat exchange equipment, has announced the appointment of Roy W. Hanson Co. of Dallas, Tex., and Luedcke Engineering Co., Austin, as factory agents for its equipment.

OPPORTUNITIES

(Classified Advertising)

Rates: for "Positions Wanted," \$4.00 minimum, limit 25 words. For all other classifications, \$4.50 minimum for 25 words or under, each additional word 15c; boldface type or all capitals, \$7.50 minimum for 25 words or under, each additional word 20c. Box addresses count as five words, other addresses by actual word count. All advertisements in this section are payable in advance.

FOR SALE

10x10 Frick vertical two cylinder ammonia compressor with 100 HP motor, condenser, receiver, separator and miscellaneous pipe and fittings from original installation. Available rebuilt and guaranteed or "as is" at very attractive price. Inspection invited. Earl E. Knox Co., 1111 Bacon St., Erie, Pennsylvania.

200 only, Detroit "Dura-Fram" Freon Expansion Valves #893. Thermostatic adjustable, low pressure type 40" tube, regular type 60" tube. \$10.00 each, cash prepaid or C.O.D. plus shipping. ASSOCIATED INDUSTRIES, INC., Box 261, Bexley Branch, Columbus 9, Ohio.

BOOK REVIEW

Title: Refrigeration Engineering.
Authors: H. J. Macintire and F. W. Hutchinson.

Publisher: John Wiley & Sons, New York City.

Price: \$6.50.

This modern, expanded edition of the late Prof. Macintire's well-known book, based on plans and ideas formulated by him before his death, was written in collaboration with F. W. Hutchinson, professor of mechanical engineering at the University of California.

Designed for use both as a textbook and as a reference book for practicing engineers, the book is an up-to-date guide to the essential principles and the latest commercial advances in refrigeration.

After fundamental thermodynamics and theoretical cycles of refrigerants, fluid flow, insulation, absorption and its allied cycles, etc. are explained, commercial equipment is described as well as special applications of refrigeration engineering.

Featured in this edition is information on the analysis of transient phenomena, a concise treatment of the heat pump, comfort panel cooling systems presented in a detailed design procedure, and 211 illustrative figures plus more than 200 problems. In addition, there are over 30 full-page graphical solutions giving direct-reading values of the film coefficient of heat transfer for most of the commonly-used refrigerants when being heated or cooled as either a subcooled liquid or a superheated vapor.

MARSHALL PLAN GROUP TOURS JAMISON PLANT

Representatives from 11 of the 17 Marshall Plan nations recently toured the plant of the Jamison Cold Storage Door Co. in Hagerstown, Md.

The men were European leaders in the fields of storage, handling and transportation of perishable foods. Under the sponsorship of ECA, they were making a two-month tour of outstanding American industries. They will compile recommendations for the improvement of methods in food-handling industries in their native countries.

These conducted tours of our nation's industries are an integral part of the program to restore economic stability in Europe.

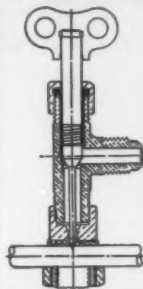
Those who toured the Jamison plant represented all phases of the food-handling industry: technology and research; transportation; storage, refrigeration, and handling; merchandising and marketing; and warehousing. Countries represented by the group included Austria, Denmark, Norway, Sweden, United Kingdom, France, Italy, Belgium, Switzerland, Germany, and the Netherlands.

CHASE BRASS ELECTS

The board of directors of Chase Brass & Copper Co. Inc., at a meeting held Sept. 22, elected president Robert L. Coe to the position of chairman

of the board, and elected Richard C. Diehl, former general manager of the Steubenville, Ohio, plants of Wheeling Steel Corp., president.

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STATLER COOLING SYSTEM BOASTS NEW FEATURES

The air conditioning system to be installed in the Los Angeles Statler hotel and adjoining office building, now under construction, is of an entirely new design and will be used for the first time on this project, according to officials of the Carrier Corp. which will install the equipment.

The "Weather Master" conduit system will allow occupants of the individual guest rooms and outside offices to regulate their own indoor climate to taste by dial control. Carrier engineers reported the system would maintain a low dewpoint at all times, thereby avoiding the clammy feeling that results from low temperature and high humidity. Transmission of conditioned air at high velocity through small conduits will require no sacrifice of ceiling heights or any raising of the roof line, and the individual room equipment will involve a minimum use of rentable space.

Since there are no moving parts in the outlets, noise problems are avoided and no maintenance is required in the individual rooms. All of the air conditioning will be performed in central station plants located in the penthouse and on the third floor of the office building, thereby centralizing all maintenance in these areas. Three centrifugal refrigeration machines will be located in the basement.

A BOOKLET describing various industrial and commercial product applications of porcelain enamel has been prepared for general distribution by the Porcelain Enamel Institute.

Of interest to manufacturers, designers and engineers, the 18-page brochure outlines the various characteristics of porcelain enamel in relation to each application, so that the information might be used as a stepping stone to product improvement or development.

The latter part of the booklet describes porcelain enameling processes, and points out the necessity for securing experienced assistance in designing your product for porcelain enamel, which is available in several well-defined types.

Copies of "How Porcelain Enamel Makes Your Products More Beautiful, More Durable, More Salable" may be secured from Porcelain Enamel Institute, Inc., 1010 Vermont Avenue, N. W., Washington 5, D. C. Ask for the Product Application Booklet.

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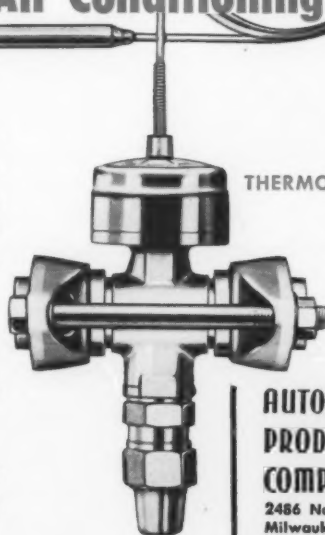
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VALVE with pressure limiting feature and "Equa-Flo" Distributors. Capacity, to 11 tons Freon 12. Maximum operating pressure, 55 lbs.

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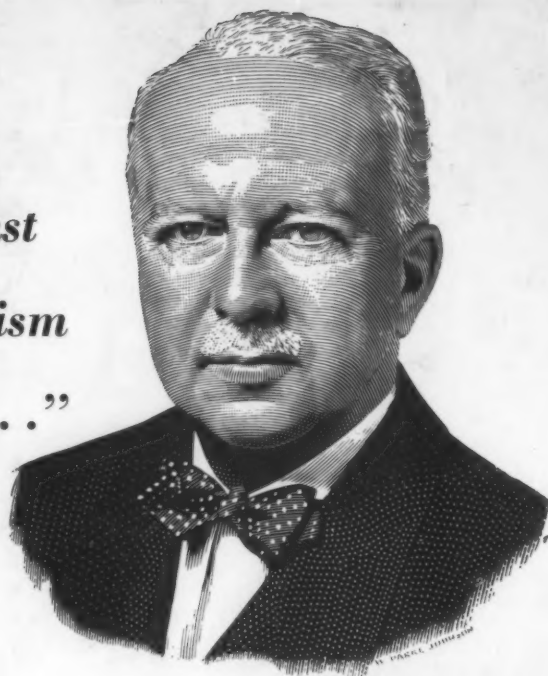
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